

Clout The Art And Science Of Influential Web Content Voices That Matter

The effective management of invasive alien species is clearly a priority for biological conservation worldwide. This book first provides strategies for managing such species at successive invasion stages, from prevention at the border to control of major infestations. It then describes the general tools and approaches that are recommended for successful management of particular groups of invasive organisms in a range of environments. In each case, the ecological basis and practical requirements of invasive alien species management are addressed.

An Edgar Award Winner, Best YA Novel 2015 Where there's smoke . . . When Saba Khan's apartment burns in a mysterious fire, possibly a hate crime, her high school rallies around her. Her family moves into a rent-free luxury apartment, her Facebook page explodes, and she begins (secretly) dating a popular boy. Then a quirky piece of art donated to a school fund-raising effort for the Khans is revealed to be worth hundreds of thousands of dollars, and Saba's life turns upside down again. Should Saba's family get the money? Or the students who found the painting? Or the school? Monologues, journal entries, interviews, articles, and official documents expose a tangled

web of greed, jealousy, and suspicion as students and teachers alike debate, point fingers, and make shocking accusations about what's really going on. "Relationships, secrets and lies aplenty." —Kirkus Reviews "Will stay on readers' minds long after the last page." —Booklist, starred review "This story . . . culminates in a shocking twist of an ending that will engross readers until the very last page." —The Christian Science Monitor A Booklist Editor's Choice Book A Booklist Top Crime Fiction Book A Chicago Public Library Best of the Best Book A Mystery Writers of America Edgar Award Nominee

*In postwar America, the path to political power for gays and lesbians led through city hall. By the late 1980s, politicians and elected officials, who had originally sought political advantage from raiding gay bars and carting their patrons off to jail, were pursuing gays and lesbians aggressively as a voting bloc—not least by campaigning in those same bars. Gays had acquired power and influence. They had clout. Tracing the gay movement's trajectory since the 1950s from the closet to the corridors of power, *Queer Clout* is the first book to weave together activism and electoral politics, shifting the story from the coastal gay meccas to the nation's great inland metropolis. Timothy Stewart-Winter challenges the traditional division between the homophile and gay liberation movements, and stresses gay people's and African*

Americans' shared focus on police harassment. He highlights the crucial role of black civil rights activists and political leaders in offering white gays and lesbians not only a model for protest but also an opening to join an emerging liberal coalition in city hall. The book draws on diverse oral histories and archival records spanning half a century, including those of undercover vice and police red squad investigators, previously unexamined interviews by midcentury social scientists studying gay life, and newly available papers of activists, politicians, and city agencies. As the first history of gay politics in the post-Stonewall era grounded in archival research, *Queer Clout* sheds new light on the politics of race, religion, and the AIDS crisis, and it shows how big-city politics paved the way for the gay movement's unprecedented successes under the nation's first African American president. "[A] joyously peculiar book." -- *The New York Times* 'Bjarnason's intriguing book might be about a cold place, but it's tailor-made to be read on the beach.' --*New Statesman*

The untold story of how one tiny island in the middle of the Atlantic has shaped the world for centuries. The history of Iceland began 1,200 years ago, when a frustrated Viking captain and his useless navigator ran aground in the middle of the North Atlantic. Suddenly, the island was no longer just a layover for the Arctic tern. Instead, it became a nation whose diplomats and

musicians, sailors and soldiers, volcanoes and flowers, quietly altered the globe forever. How Iceland Changed the World takes readers on a tour of history, showing them how Iceland played a pivotal role in events as diverse as the French Revolution, the Moon Landing, and the foundation of Israel. Again and again, one humble nation has found itself at the frontline of historic events, shaping the world as we know it, How Iceland Changed the World paints a lively picture of just how it all happened.

Chicago and the Rise of Gay Politics

The Big History of a Small Island

The Art and Science of Influential Web Content

Queer Clout

Discover and Unleash Your God-Given Influence

Dying of the Light

The Art of Secrets

In *The Content Advantage (Clout 2.0): The Science of Succeeding at Digital Business Through Effective Content*, expert Colleen Jones argues that in the age of digital disruption, your company faces an important choice. The choice is not whether to do content. Every business function—from marketing to sales and from support to recruiting—demands content. The choice is whether to make your approach to content strategic and, consequently, an advantage. This book, which is the second edition of the pioneering content book *Clout*, offers a modernized and comprehensive

approach for planning, creating, delivering, and optimizing content that will make your business thrive. Executives and practitioners alike will find value in this book as they face increasing pressure to deliver the right content to the right customers at the right time. Drawing on her in-the-trenches experience with organizations ranging from the Fortune 50 to small and medium businesses to government and nonprofits, Jones offers: Guidance on creating a content vision A primer on conducting content analysis Techniques for developing a competitive content strategy Elements and principles of effective, influential content A blueprint for developing content intelligence A maturity model for content operations Examples from diverse companies and contexts

What is the magic formula for turning a place into a high-tech capital? How can a city or region become a high-tech powerhouse like Silicon Valley? For over half a century, through boom times and bust, business leaders and politicians have tried to become "the next Silicon Valley," but few have succeeded. This book examines why high-tech development became so economically important late in the twentieth century, and why its magic formula of people, jobs, capital, and institutions has been so difficult to replicate. Margaret O'Mara shows that high-tech regions are not simply accidental market creations but "cities of knowledge"--planned communities of scientific production that were shaped and subsidized by the

original venture capitalist, the Cold War defense complex. At the heart of the story is the American research university, an institution enriched by Cold War spending and actively engaged in economic development. The story of the city of knowledge broadens our understanding of postwar urban history and of the relationship between civil society and the state in late twentieth-century America. It leads us to further redefine the American suburb as being much more than formless "sprawl," and shows how it is in fact the ultimate post-industrial city. Understanding this history and geography is essential to planning for the future of the high-tech economy, and this book is must reading for anyone interested in building the next Silicon Valley.

Lack of self-worth and confidence can damage our growth and development towards success. Bullied throughout her teen years, Leah Clout talks about perseverance and how anyone can find their sparkle in life and help make the world become a better place. Boundless Success with Leah Clout is filled with practical advice, helping readers cultivate a sense of self-love to find their purpose and happiness in life. About the Author Leah Clout is a successful leader in network marketing, helping people from all walks of life achieve their goals. Her mission is to be the best version of herself for her family and inspire others to live a life of optimal confidence. Leah is also known for her charitable work and determination to make a

difference in the world.

A collection of the best science and nature writing published in North America in 2019, guest edited by New York Times best-selling author and ground-breaking physicist Dr. Michio Kaku. "Scientists and science writers have a monumental task: making science exciting and relevant to the average person, so that they care," writes renowned American physicist Michio Kaku. "If we fail in this endeavor, then we must face dire consequences." From the startlingly human abilities of AI, to the devastating accounts of California's forest fires, to the impending traffic jam on the moon, the selections in this year's Best American Science and Nature Writing explore the latest mysteries and marvels occurring in our labs and in nature. These gripping narratives masterfully translate the work of today's brightest scientists, offering a clearer view of our world and making us care. THE BEST AMERICAN SCIENCE AND NATURE WRITING 2020 INCLUDES RIVKA GALCHEN - ADAM GOPNIK - FERRIS JABR - JOSHUA SOKOL - MELINDA WENNER MOYER - SIDDHARTHA MUKHERJEE - NATALIE WOLCHOVER and others

The Content Advantage (Clout 2.0)

Nobody Particular

Yolk

Data Science for Business

Does Your Content Work?

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God, Human, Animal, Machine

One Woman's Fight to Save the Bays

What should be the role of our institutions of higher education? To promote good moral character? To bring an end to racism, sexism, economic oppression, and other social ills? To foster diversity and democracy and produce responsible citizens? In *Save the World On Your Own Time*, Stanley Fish argues that, however laudable these goals might be, there is but one proper role for the academe in society: to advance bodies of knowledge and to equip students for doing the same. When teachers offer themselves as moralists, political activists, or agents of social change rather than as credentialed experts in a particular subject and the methods used to analyze it, they abdicate their true purpose. And yet professors now routinely bring their political views into the classroom and seek to influence the political views of their students. Those who do this will often invoke academic freedom, but Fish suggests that academic freedom, correctly understood, is the freedom to do the academic job, not the freedom to do any job that the professor so chooses. Fish insists that a professor's only obligation is "to present the material in the syllabus and introduce students to state-of-the-art methods of analysis. Not to practice politics, but to study it; not to proselytize for or against religious doctrines, but to describe them; not to affirm or condemn Intelligent Design, but to explain what it is and analyze its appeal." Given that hot-button issues

such as Holocaust denial, free speech, and the Israeli-Palestinian conflict are regularly debated in classrooms across the nation, *Save the World On Your Own Time* is certain to spark fresh debate--and to incense both liberals and conservatives alike--about the true purpose of higher education in America.

A strikingly original exploration of what it might mean to be authentically human in the age of artificial intelligence, from the author of the critically-acclaimed *Interior States*. "Meghan O’Gieblyn is a brilliant and humble philosopher, and her book is an explosively thought-provoking, candidly personal ride I wished never to end ... This book is such an original synthesis of ideas and disclosures. It introduces what will soon be called the O’Gieblyn genre of essay writing." —Heidi Julavits, author of *The Folded Clock* For most of human history the world was a magical and enchanted place ruled by forces beyond our understanding. The rise of science and Descartes's division of mind from world made materialism our ruling paradigm, in the process asking whether our own consciousness—i.e., souls—might be illusions. Now the inexorable rise of technology, with artificial intelligences that surpass our comprehension and control, and the spread of digital metaphors for self-understanding, the core questions of existence—identity, knowledge, the very nature and purpose of life itself—urgently require rethinking. Meghan O’Gieblyn tackles this challenge with philosophical rigor, intellectual reach,

essayistic verve, refreshing originality, and an ironic sense of contradiction. She draws deeply and sometimes humorously from her own personal experience as a formerly religious believer still haunted by questions of faith, and she serves as the best possible guide to navigating the territory we are all entering.

A New York Times Bestseller “Rich in dexterous innuendo, laugh-out-loud humor and illuminating fact. It’s compulsively readable.” —Los Angeles Times Book Review In ?Bonk, ?the best-selling author of Stiff turns her outrageous curiosity and insight on the most alluring scientific subject of all: sex. Can a person think herself to orgasm? Why doesn't Viagra help women-or, for that matter, pandas? Can a dead man get an erection? Is vaginal orgasm a myth? Mary Roach shows us how and why sexual arousal and orgasm-two of the most complex, delightful, and amazing scientific phenomena on earth-can be so hard to achieve and what science is doing to make the bedroom a more satisfying place. A complete guide to the creation of compelling science photographs.

Cities of Knowledge

A Struggle for Environmental Justice in Louisiana's Chemical Corridor

First International Conference, DUXU 2011, Held as Part of HCI International 2011, Orlando, FL, USA, July 9-14, 2011, Proceedings

**And The Band Played on
Diamond**

A Novel

Caesar's Last Breath

Based on the popular Harvard University and edX course, *Science and Cooking* explores the scientific basis of why recipes work. The spectacular culinary creations of modern cuisine are the stuff of countless articles and social media feeds. But to a scientist they are also perfect pedagogical explorations into the basic scientific principles of cooking. In *Science and Cooking*, Harvard professors Michael Brenner, Pia Sørensen, and David Weitz bring the classroom to your kitchen to teach the physics and chemistry underlying every recipe. Why do we knead bread? What determines the temperature at which we cook a steak, or the amount of time our chocolate chip cookies spend in the oven? *Science and Cooking* answers these questions and more through hands-on experiments and recipes from renowned chefs such as Christina Tosi, Joanne Chang, and Wylie Dufresne, all beautifully illustrated in full color. With engaging introductions from revolutionary chefs and collaborators Ferran Adria and José Andrés, *Science and Cooking* will change the way you approach both subjects—in your kitchen and beyond.

My First Pizza Recipe is not your average recipe. Geared toward the smallest of chefs, this fun and engaging picture book throws typical ingredient lists and measurements out the window, and replaces it with mouthwatering illustrations and catchy rhyming text to teach only the basic concept of pizza making. Sprinkle the cheese! Sprinkle high. Sprinkle low. Sprinkle up. Sprinkle down. Sprinkle fast! Sprinkle slow. Because everyone loves pizza, the little ones will love seeing the sun, the birds, the ants, the cow and many other animals enjoying a slice. They will even learn shapes because, of course, pizza comes in all shapes and sizes! *My First Pizza Recipe* is sure to inspire hours of enjoyment for families

inside and outside of the kitchen. Part of the My First Recipes book series. Ideal for babies and toddlers age 0-5. Makes a special baby shower, birth or birthday gift for food lovers!

You have clout. Have you discovered it yet? It is easy to believe that power, influence, and leadership are gifts given to a special few. But the Bible says otherwise. We all long for significance, even as we fear we will never be good enough. We listen for God, but hear only voices of doubt and practicality. Listen again. There is a call that only you can answer. Clout is power and influence. It is an undeniable trait that opens doors and moves mountains. You have it, and you can use it to change the world around you. With Scripture and stories from her own life, Jenni Catron maps out the pitfalls and clear paths on the way toward discovering and unleashing your very own clout. This is not a quest of power for power's sake. Influence is not a guarantee of fame or fortune. It is an opportunity to use your gifts to do the extraordinary. This is a journey toward dismantling what stands in the way of your influence and leadership, discovering your God-given clout, and using it to answer God's calling on your life. Learn about Jesus and others who sought to lead like him. Stop dreaming and start planning. Define your direction, set your goals, and confront the challenges that stand between you and the person God made you to be. Step into your sphere of influence with the humble confidence of Christ. Don't hide. We need you. Discover your clout here.

Written by renowned data science experts Foster Provost and Tom Fawcett, *Data Science for Business* introduces the fundamental principles of data science, and walks you through the "data-analytic thinking" necessary for extracting useful knowledge and business value from the data you collect. This guide also helps you understand the many data-mining techniques in use today. Based on an MBA course

Provost has taught at New York University over the past ten years, Data Science for Business provides examples of real-world business problems to illustrate these principles. You'll not only learn how to improve communication between business stakeholders and data scientists, but also how participate intelligently in your company's data science projects. You'll also discover how to think data-analytically, and fully appreciate how data science methods can support business decision-making. Understand how data science fits in your organization—and how you can use it for competitive advantage

Treat data as a business asset that requires careful investment if you're to gain real value

Approach business problems data-analytically, using the data-mining process to gather good data in the most appropriate way

Learn general concepts for actually extracting knowledge from data

Apply data science principles when interviewing data science job candidates

The Content Strategy Toolkit

My Fifty-Year Friendship with a Remarkable Man

Why Evaluate Your Content and How to Start

Loonshots

Splitting the Foundations of Naturalism

My First Pizza Recipe

Cold War Science and the Search for the Next Silicon Valley

"Sneaks up on you with its insight and poignancy." —Entertainment Weekly

From New York Times bestselling author Mary H.K. Choi comes a funny and emotional story about two estranged sisters and how far they'll go to save one of their lives—even if it means swapping identities. Jayne and June Baek are nothing alike. June's three years older, a classic first-born, know-it-all narc with a problematic finance job and an equally

soulless apartment (according to Jayne). Jayne is an emotionally stunted, self-obsessed basket case who lives in squalor, has egregious taste in men, and needs to get to class and stop wasting Mom and Dad's money (if you ask June). Once thick as thieves, these sisters who moved from Seoul to San Antonio to New York together now don't want anything to do with each other. That is, until June gets cancer. And Jayne becomes the only one who can help her. Flung together by circumstance, housing woes, and family secrets, will the sisters learn more about each other than they're willing to confront? And what if while helping June, Jayne has to confront the fact that maybe she's sick, too? The story of how a mixed-income minority community in Louisiana's Chemical Corridor fought Shell Oil and won. For years, the residents of Diamond, Louisiana, lived with an inescapable acrid, metallic smell—the "toxic bouquet" of pollution—and a mysterious chemical fog that seeped into their houses. They looked out on the massive Norco Industrial Complex: a maze of pipelines, stacks topped by flares burning off excess gas, and huge oil tankers moving up the Mississippi. They experienced headaches, stinging eyes, allergies, asthma, and other respiratory problems, skin disorders, and cancers that they were convinced were caused by their proximity to heavy industry. Periodic industrial explosions damaged their houses and killed some of their neighbors.

Their small, African-American, mixed-income neighborhood was sandwiched between two giant Shell Oil plants in Louisiana's notorious Chemical Corridor. When the residents of Diamond demanded that Shell relocate them, their chances of success seemed slim: a community with little political clout was taking on the second-largest oil company in the world. And yet, after effective grassroots organizing, unremitting fence-line protests, seemingly endless negotiations with Shell officials, and intense media coverage, the people of Diamond finally got what they wanted: money from Shell to help them relocate out of harm's way. In this book, Steve Lerner tells their story. Around the United States, struggles for environmental justice such as the one in Diamond are the new front lines of both the civil rights and the environmental movements, and Diamond is in many ways a classic environmental-justice story: a minority neighborhood, faced with a polluting industry in its midst, fights back. But Diamond is also the history of a black community that goes back to the days of slavery. In 1811, Diamond (then the Trepagnier Plantation) was the center of the largest slave rebellion in United States history. Descendants of these slaves were among the participants in the modern-day Diamond relocation campaign. Steve Lerner talks to the people of Diamond, and lets them tell their story in their own words. He talks also to the residents of a nearby white

neighborhood—many of whom work for Shell and have fewer complaints about the plants—and to environmental activists and Shell officials. His account of Diamond's 30-year ordeal puts a human face on the struggle for environmental justice in the United States.

Results. Everyone wants them, whether to sell more products, spread good ideas, or win more funding. In our busy digital world, the way to results is influencing people on the web. But how? An ad campaign won't cut it. A Twitter account doesn't guarantee it. Manipulative tricks will backfire. Instead, you need quality, compelling web content that attracts people and engages them for the long haul. Clout explains the key principles of influence and how to apply them to web content. Along the way, those principles come to life with lots of practical examples. With this book, you'll:

- Discover why a technology feature, marketing campaign, SEO effort, or redesign aren't enough to influence online.
- Understand the business value of compelling web content.
- Learn 8 principles for influence from the art of rhetoric and the science of psychology.
- Find out what context is and why it's so important to influence.
- Jump start your planning for content over time with patterns and diagrams.
- Learn the basics of evaluation to determine whether your web content is making a difference.

Peter Morrison's comfortable life takes an odd turn after his best friend begins seeing UFOs hovering over the city and a promotion

at work puts him in touch with an author whose mysterious book seems to be coming true. 10,000 first printing.

Clout--Mayor Daley and His City

Methods, Guidelines, and Templates for Getting Content Right

The Bend of the World: A Novel

Intimacies

Decoding the Secrets of the Air Around Us

Bonk: The Curious Coupling of Science and Sex

What Has Gone Wrong and What We Can Do About It

The Guardian's Best Science Book of 2017: the fascinating science and history of the air we breathe. It's invisible. It's ever-present. Without it, you would die in minutes. And it has an epic story to tell. In *Caesar's Last Breath*, New York Times bestselling author Sam Kean takes us on a journey through the periodic table, around the globe, and across time to tell the story of the air we breathe, which, it turns out, is also the story of earth and our existence on it. With every breath, you literally inhale the history of the world. On the ides of March, 44 BC, Julius Caesar died of stab wounds on the Senate floor, but the story of his last breath is still unfolding; in fact, you're probably inhaling some of it now. Of the sextillions of molecules entering or leaving your lungs at this moment, some might well bear traces of Cleopatra's perfumes, German mustard gas, particles exhaled by dinosaurs or emitted by atomic bombs, even remnants of stardust from the universe's creation. Tracing the origins and ingredients of our atmosphere, Kean reveals how the alchemy of air reshaped our continents, steered human progress, powered revolutions, and continues to influence everything we do. Along the way, we'll swim with radioactive pigs, witness the most important chemical reactions humans have discovered, and join the crowd at the Moulin Rouge for some of the crudest performance art of all time. Lively, witty, and filled with the astounding science of

ordinary life, Caesar's Last Breath illuminates the science stories swirling around us every second.

An essential guide to sustainable development for students and practitioners Sustainability is a global imperative and a scientific challenge like no other. This concise guide provides students and practitioners with a strategic framework for linking knowledge with action in the pursuit of sustainable development, and serves as an invaluable companion to more narrowly focused courses dealing with sustainability in particular sectors such as energy, food, water, and housing, or in particular regions of the world. Written by leading experts, Pursuing Sustainability shows how more inclusive and interdisciplinary approaches and systems perspectives can help you achieve your sustainability objectives. It stresses the need for understanding how capital assets are linked to sustainability goals through the complex adaptive dynamics of social-environmental systems, how committed people can use governance processes to alter those dynamics, and how successful interventions can be shaped through collaborations among researchers and practitioners on the ground. The ideal textbook for undergraduate and graduate students and an invaluable resource for anyone working in this fast-growing field, Pursuing Sustainability also features case studies, a glossary, and suggestions for further reading. Provides a strategic framework for linking knowledge with action Draws on the latest cutting-edge science and practices Serves as the ideal companion text to more narrowly focused courses Utilizes interdisciplinary approaches and systems perspectives Illustrates concepts with a core set of case studies used throughout the book Written by world authorities on sustainability An online illustration package is available to professors

Nothing is as elemental, as essential to human life, as the air we breathe. Yet around the world, in rich countries and poor ones, it is quietly poisoning us. Air pollution prematurely kills seven million people every year, including more than one hundred thousand Americans. It is strongly linked to strokes, heart attacks, many

kinds of cancer, dementia, and premature birth, among other ailments. In *Choked*, Beth Gardiner travels the world to tell the story of this modern-day plague, taking readers from the halls of power in Washington and the diesel-fogged London streets she walks with her daughter to Poland's coal heartland and India's gasping capital. In a gripping narrative that's alive with powerful voices and personalities, she exposes the political decisions and economic forces that have kept so many of us breathing dirty air. This is a moving, up-close look at the human toll, where we meet the scientists who have transformed our understanding of pollution's effects on the body and the ordinary people fighting for a cleaner future. In the United States, air is far cleaner than it once was. But progress has failed to keep up with the science, which tells us that even today's lower pollution levels are doing real damage. And as the Trump administration rips up the regulations that have brought us where we are, decades of gains are now at risk. Elsewhere, the problem is far worse, and choking nations like China are scrambling to replicate the achievements of an American agency—the EPA—that until recently was the envy of the world. Clean air feels like a birthright. But it can disappear in a puff of smoke if the rules that protect it are unraveled. At home and around the world, it's never been more important to understand how progress happened and what dangers might still be in store. *Choked* shows us that we hold the power to build a cleaner, healthier future: one in which breathing, life's most basic function, no longer carries a hidden danger.

Phillip E. Johnson highlights the deficiencies in science and the philosophy (naturalism) that undergirds and outlines a cognitive revolution.

The Wedge of Truth

How Iceland Changed the World

How to Nurture the Crazy Ideas That Win Wars, Cure Diseases, and Transform Industries

The Best American Science and Nature Writing 2020

Technology, Metaphor, and the Search for Meaning

A Guide to the Science and Practice

The Portage to San Cristobal of A. H.

America faces daunting problems—stagnant wages, high health care costs, neglected schools, deteriorating public services. How did we get here? Through decades of dysfunctional government. In *Democracy in America?* veteran political observers Benjamin I. Page and Martin Gilens marshal an unprecedented array of evidence to show that while other countries have responded to a rapidly changing economy by helping people who've been left behind, the United States has failed to do so. Instead, we have actually exacerbated inequality, enriching corporations and the wealthy while leaving ordinary citizens to fend for themselves. What's the solution? More democracy. More opportunities for citizens to shape what their government does. To repair our democracy, Page and Gilens argue, we must change the way we choose candidates and conduct our elections, reform our governing institutions, and curb the power of money in politics. By doing so, we can reduce polarization and gridlock, address pressing challenges, and enact policies that truly reflect the interests of average Americans. Updated with new information, this book lays out a set of proposals that would boost citizen participation, curb the

power of money, and democratize the House and Senate.

In this unforgettable space opera, #1 New York Times bestselling author George R. R. Martin presents a chilling vision of eternal night—a volatile world where cultures clash, codes of honor do not exist, and the hunter and the hunted are often interchangeable. A whisperjewel has summoned Dirk t'Larien to Worlorn, and a love he thinks he lost. But Worlorn isn't the world Dirk imagined, and Gwen Delvano is no longer the woman he once knew. She is bound to another man, and to a dying planet that is trapped in twilight. Gwen needs Dirk's protection, and he will do anything to keep her safe, even if it means challenging the barbaric man who has claimed her. But an impenetrable veil of secrecy surrounds them all, and it's becoming impossible for Dirk to distinguish between his allies and his enemies. In this dangerous triangle, one is hurtling toward escape, another toward revenge, and the last toward a brutal, untimely demise. Praise for *Dying of the Light* “Dying of the Light blew the doors off of my idea of what fiction could be and could do, what a work of unbridled imagination could make a reader feel and believe.”—Michael Chabon “Slick science fiction . . . the Wild West in outer space.”—Los Angeles Times “Something special which will keep Worlorn and its people in the

reader's mind long after the final page is read."—Galileo magazine "The galactic background is excellent. . . . Martin knows how to hold the reader."—Asimov's "George R. R. Martin has the voice of a poet and a mind like a steel trap."—Algis Budrys

A NEW YORK TIMES TOP 10 BOOK OF 2021
LONGLISTED FOR THE 2021 NATIONAL BOOK
AWARD IN FICTION ONE OF BARACK OBAMA'S
FAVORITE 2021 READS AN INSTANT NATIONAL
BESTSELLER A BEST BOOK OF 2021 FROM
Washington Post, Vogue, Time, Oprah Daily, New
York Times, Los Angeles Times, San Francisco
Chronicle, Atlantic, Kirkus and Entertainment
Weekly "Intimacies is a haunting, precise, and
morally astute novel that reads like a psychological
thriller.... Katie Kitamura is a wonder." —Dana
Spiotta, author of Wayward and Eat the Document
"One of the best novels I've read in 2021." -
Dwight Garner, The New York Times A novel from
the author of A Separation, an electrifying story
about a woman caught between many truths. An
interpreter has come to The Hague to escape New
York and work at the International Court. A
woman of many languages and identities, she is
looking for a place to finally call home. She's
drawn into simmering personal dramas: her lover,
Adriaan, is separated from his wife but still
entangled in his marriage. Her friend Jana

witnesses a seemingly random act of violence, a crime the interpreter becomes increasingly obsessed with as she befriends the victim's sister. And she's pulled into an explosive political controversy when she's asked to interpret for a former president accused of war crimes. A woman of quiet passion, she confronts power, love, and violence, both in her personal intimacies and in her work at the Court. She is soon pushed to the precipice, where betrayal and heartbreak threaten to overwhelm her, forcing her to decide what she wants from her life.

New York Times Bestseller Leonard Nimoy and William Shatner first crossed paths as actors on the set of *The Man from U.N.C.L.E.* Little did they know that their next roles as Spock and Captain Kirk, in a new science fiction television series, would shape their lives in ways no one could have anticipated. In seventy-nine television episodes of *Star Trek* and six feature films, they grew to know each other more than most friends could ever imagine. Over the course of half a century, Shatner and Nimoy saw each other through personal and professional highs and lows. In this powerfully emotional book, Shatner tells the story of a man who was his friend for five decades, recounting anecdotes and untold stories of their lives on and off set, as well as gathering stories from others who knew Nimoy well, to present a

full picture of a rich life. As much a biography of Nimoy as a story of their friendship, Leonard is a uniquely heartfelt book written by one legendary actor in celebration of another.

The Science of Succeeding at Digital Business through Effective Content

Invasive Species Management

Science and Cooking: Physics Meets Food, From Homemade to Haute Cuisine

Design, User Experience, and Usability. Theory, Methods, Tools and Practice

Choked

The Design and Craft of the Science Image

Nanopunk

Describes a female shrimper's attempt to stop a large chemical company from polluting a bay in East Texas.

By the New York Times bestselling author of The Bone Clocks | Shortlisted for the Man Booker Prize A postmodern visionary and one of the leading voices in twenty-first-century fiction, David Mitchell combines flat-out adventure, a Nabokovian love of puzzles, a keen eye for character, and a taste for mind-bending, philosophical and scientific speculation in the tradition of Umberto Eco, Haruki Murakami, and Philip K. Dick. The result is brilliantly

original fiction as profound as it is playful. In this groundbreaking novel, an influential favorite among a new generation of writers, Mitchell explores with daring artistry fundamental questions of reality and identity. *Cloud Atlas* begins in 1850 with Adam Ewing, an American notary voyaging from the Chatham Isles to his home in California. Along the way, Ewing is befriended by a physician, Dr. Goose, who begins to treat him for a rare species of brain parasite. . . . Abruptly, the action jumps to Belgium in 1931, where Robert Frobisher, a disinherited bisexual composer, contrives his way into the household of an infirm maestro who has a beguiling wife and a nubile daughter. . . . From there we jump to the West Coast in the 1970s and a troubled reporter named Luisa Rey, who stumbles upon a web of corporate greed and murder that threatens to claim her life. . . . And onward, with dazzling virtuosity, to an inglorious present-day England; to a Korean superstate of the near future where neocapitalism has run amok; and, finally, to a postapocalyptic Iron Age

Hawaii in the last days of history. But the story doesn't end even there. The narrative then boomerangs back through centuries and space, returning by the same route, in reverse, to its starting point. Along the way, Mitchell reveals how his disparate characters connect, how their fates intertwine, and how their souls drift across time like clouds across the sky. As wild as a videogame, as mysterious as a Zen koan, *Cloud Atlas* is an unforgettable tour de force that, like its incomparable author, has transcended its cult classic status to become a worldwide phenomenon. Praise for *Cloud Atlas*

"[David] Mitchell is, clearly, a genius. He writes as though at the helm of some perpetual dream machine, can evidently do anything, and his ambition is written in magma across this novel's every page."—The New York Times Book Review

"One of those how-the-holy-hell-did-he-do-it? modern classics that no doubt is—and should be—read by any student of contemporary literature."—Dave Eggers

"Wildly entertaining . . . a head rush, both action-packed and chillingly

ruminative.”—People “The novel as series of nested dolls or Chinese boxes, a puzzle-book, and yet-not just dazzling, amusing, or clever but heartbreaking and passionate, too. I’ve never read anything quite like it, and I’m grateful to have lived, for a while, in all its many worlds.”—Michael Chabon “Cloud Atlas ought to make [Mitchell] famous on both sides of the Atlantic as a writer whose fearlessness is matched by his talent.”—The Washington Post Book World “Thrilling . . . One of the biggest joys in Cloud Atlas is watching Mitchell sashay from genre to genre without a hitch in his dance step.”—Boston Sunday Globe “Grand and elaborate . . . [Mitchell] creates a world and language at once foreign and strange, yet strikingly familiar and intimate.”—Los Angeles Times

The two-volume set LNCS 6769 + LNCS 6770 constitutes the proceedings of the First International Conference on Design, User Experience, and Usability, DUXU 2011, held in Orlando, FL, USA in July 2011 in the framework of the 14th International Conference on Human-Computer Interaction, HCII 2011,

incorporating 12 thematically similar conferences. A total of 4039 contributions was submitted to HCII 2011, of which 1318 papers were accepted for publication. The total of 154 contributions included in the DUXU proceedings were carefully reviewed and selected for inclusion in the book. The papers are organized in topical sections on DUXU theory, methods and tools; DUXU guidelines and standards; novel DUXU: devices and their user interfaces; DUXU in industry; DUXU in the mobile and vehicle context; DXU in Web environment; DUXU and ubiquitous interaction/appearance; DUXU in the development and usage lifecycle; DUXU evaluation; and DUXU beyond usability: culture, branding, and emotions.

FROM CONSTANT CRISIS TO SUSTAINABLE SUCCESS BETTER CONTENT MEANS BETTER BUSINESS. Your content is a mess: the website redesigns didn't help, and the new CMS just made things worse. Or, maybe your content is full of potential: you know new revenue and cost-savings opportunities exist, but you're not sure where to start. How can you realize the value of content while

planning for its long-term success? For organizations all over the world, Content Strategy for the Web is the go-to content strategy handbook. Read it to: Understand content strategy and its business value Discover the processes and people behind a successful content strategy Make smarter, achievable decisions about what content to create and how Find out how to build a business case for content strategy With all-new chapters, updated material, case studies, and more, the second edition of Content Strategy for the Web is an essential guide for anyone who works with content.

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An examination of the AIDS crisis exposes the federal government for its inaction, health authorities for their greed, and scientists for their desire

for prestige in the face of the AIDS pandemic.

You know that web content is the text, images, audio, and video in your website or web application—but how do you ensure that your content is truly effective? Does Your Content Work addresses this key question, illustrating the importance of applying content evaluation as a constant assessment of how well your content meets your goals. In this book, content strategist and user experience expert Colleen Jones explains the essential process of evaluating whether your web content is working. Follow along and you will: Learn how investing time and effort in evaluating your content pays off in tangible ways. Explore the top three action items to evaluate your content's effectiveness: asking specific questions, getting access to analytics, and launching a content-focused survey. Walk through the content evaluation process: asking questions based on your goals, getting answers with the right data mix, and interpreting and acting on the answers. "Improving content quality in large

organizations can feel like an uphill battle against processes, data, and operational silos. How, for instance, do you show business partners you're "getting content done" while affording your creative teams the perspective they need to do content right? With the prioritized, action-oriented methods she's laid out in Does Your Content Work?, Colleen Jones simplifies the science of content evaluation in ways that enable the art of content to thrive." –Aaron Burgess, UX Content Director, PayPal

In this essential guide, Meghan Casey outlines a step-by-step approach for doing content strategy, from planning and creating your content to delivering and managing it. Armed with this book, you can confidently tackle difficult activities like telling your boss or client what's wrong with their content, getting the budget to do content work, and aligning stakeholders on a common vision. Reading The Content Strategy Toolkit is like having your own personal consulting firm on retainer with a complete array of tools and tips for every challenge you'll face. In

this practical and relevant guide, you'll learn how to: Identify problems with your content and persuade your bosses it's worth the time and resources to do it right Make sense of your business environment and understand your audience Get stakeholders aligned on business goals and user needs Set your content strategy and decide how to measure success Create, maintain, and govern on-strategy content You'll learn to control your content—and not have it control you.

**** Instant WSJ bestseller * Translated into 18 languages * #1 Most Recommended Book of the year (Bloomberg annual survey of CEOs and entrepreneurs) * An Amazon, Bloomberg, Financial Times, Forbes, Inc., Newsweek, Strategy + Business, Tech Crunch, Washington Post Best Business Book of the year * Recommended by Bill Gates, Daniel Kahneman, Malcolm Gladwell, Dan Pink, Adam Grant, Susan Cain, Sid Mukherjee, Tim Ferriss Why do good teams kill great ideas? Loonshots reveals a surprising new way of thinking about the mysteries of group behavior that***

challenges everything we thought we knew about nurturing radical breakthroughs. Bahcall, a physicist and entrepreneur, shows why teams, companies, or any group with a mission will suddenly change from embracing new ideas to rejecting them, just as flowing water will suddenly change into brittle ice. Mountains of print have been written about culture. Loonshots identifies the small shifts in structure that control this transition, the same way that temperature controls the change from water to ice. Using examples that range from the spread of fires in forests to the hunt for terrorists online, and stories of thieves and geniuses and kings, Bahcall shows how a new kind of science can help us become the initiators, rather than the victims, of innovative surprise. Over the past decade, researchers have been applying the tools and techniques of this new science—the science of phase transitions—to understand how birds flock, fish swim, brains work, people vote, diseases erupt, and ecosystems collapse. Loonshots is the first to

apply this science to the spread of breakthrough ideas. Bahcall distills these insights into practical lessons creatives, entrepreneurs, and visionaries can use to change our world. Along the way, readers will learn how chickens saved millions of lives, what James Bond and Lipitor have in common, what the movie Imitation Game got wrong about WWII, and what really killed Pan Am, Polaroid, and the Qing Dynasty. "If The Da Vinci Code and Freakonomics had a child together, it would be called Loonshots." –Senator Bob Kerrey

***Boundless Success with Leah Clout
Democracy in America?***

Content Strategy for the Web

The Knowledge Machine: How

Irrationality Created Modern Science

***Politics, People, and the AIDS Epidemic
Cloud Atlas***

Envisioning Science

Imagine, thirty years after the end of World War II, Israeli Nazi-hunters, some of whom lost relatives in the gas chambers of Nazi Germany, find a silent old man deep in the Amazon jungle. He is Adolph Hitler. The narrative that follows is a profound and disturbing exploration of the nature of guilt, vengeance, language, and the power

of evil—each undiminished over time. George Steiner's stunning novel, now with a new afterword, will continue to provoke our thinking about Nazi Germany's unforgettable past. "Two readings have convinced me that this is a fiction of extraordinary power and thoughtfulness. . . . [A] remarkable novel."—Bernard Bergonzi, *Times Literary Supplement* "In this tour de force Mr. Steiner makes his reader re-examine, to whatever conclusions each may choose, a history from which we would prefer to avert our eyes."—Edmund Fuller, *Wall Street Journal* "Portage largely avoids both the satisfactions of the traditional novel and the horrifying details of Holocaust literature. Instead, Steiner has taken as his model the political imaginings of an Orwell or Koestler. . . . He has produced a philosophic fantasy of remarkable intensity."—Otto Friedrich, *Time* "The Knowledge Machine is the most stunningly illuminating book of the last several decades regarding the all-important scientific enterprise." —Rebecca Newberger Goldstein, author of *Plato at the Googleplex*

A paradigm-shifting work, *The Knowledge Machine* revolutionizes our understanding of the origins and structure of science. • Why is science so powerful? • Why did it take so long—two thousand years after the invention of philosophy and mathematics—for the human race to start using science to learn the secrets of the universe? In a groundbreaking work that blends science, philosophy, and history, leading philosopher of science Michael Strevens answers these challenging questions, showing how science came about only once thinkers stumbled upon the astonishing idea that scientific

breakthroughs could be accomplished by breaking the rules of logical argument. Like such classic works as Karl Popper's *The Logic of Scientific Discovery* and Thomas Kuhn's *The Structure of Scientific Revolutions*, *The Knowledge Machine* grapples with the meaning and origins of science, using a plethora of vivid historical examples to demonstrate that scientists willfully ignore religion, theoretical beauty, and even philosophy to embrace a constricted code of argument whose very narrowness channels unprecedented energy into empirical observation and experimentation. Strevens calls this scientific code the iron rule of explanation, and reveals the way in which the rule, precisely because it is unreasonably close-minded, overcomes individual prejudices to lead humanity inexorably toward the secrets of nature. "With a mixture of philosophical and historical argument, and written in an engrossing style" (Alan Ryan), *The Knowledge Machine* provides captivating portraits of some of the greatest luminaries in science's history, including Isaac Newton, the chief architect of modern science and its foundational theories of motion and gravitation; William Whewell, perhaps the greatest philosopher-scientist of the early nineteenth century; and Murray Gell-Mann, discoverer of the quark. Today, Strevens argues, in the face of threats from a changing climate and global pandemics, the idiosyncratic but highly effective scientific knowledge machine must be protected from politicians, commercial interests, and even scientists themselves who seek to open it up, to make it less narrow and more rational—and thus to undermine its devotedly empirical search for truth. Rich

with illuminating and often delightfully quirky illustrations, *The Knowledge Machine*, written in a winningly accessible style that belies the import of its revisionist and groundbreaking concepts, radically reframes much of what we thought we knew about the origins of the modern world.

Two teenagers in a perilous chase across a devastated, icebound Earth Alister, a teen with uncanny hacking abilities, discovers his sister the last of his family is alive, kidnapped, and sets off to find her. When Suzie, a feisty cyber-militant curious about the secret behind Alister's exceptional abilities gets involved in his search, the wrong kind of people start to notice. It's not long before MI6 and a ruthless Private Military Corporation want them dead or alive. What readers and reviewers are saying about *Nanopunk*: "Pacey and compelling", "Smart and sharp", "Gripping and exciting" "Sit back and enjoy the rip-roaring plot" , "carries a lot of clout" "The plot moves along a pace and is gripping and exciting. The characters are sympathetic, full and realistic. The combination of a futuristic world with barely on the horizon technology, and warm human relationships -- makes for a great experience. Read it, then await the next one."