

Risk A Very Short Introduction Fischhoff Baruch Kadvany John

Film Music The Short Story Short! A Very Short, Fairly Interesting and Reasonably Cheap Book About Studying Strategy History Stem Cells Logic: A Very Short Introduction The Arctic Documentary Film Music: A Very Short Introduction Film Philosophy: A Very Short Introduction Time Projects: A Very Short Introduction English Literature The Future: A Very Short Introduction Love: A Very Short Introduction Galileo: A Very Short Introduction Racism: A Very Short Introduction Intelligence Materials Hobbes Marketing Advertising: A Very Short Introduction Numbers The U.S. Congress: A Very Short Introduction Consciousness: A Very Short Introduction Children's Literature: A Very Short Introduction Nothing: A Very Short Introduction Reading: A Very Short Introduction The United Nations Branding Governance The Eye Public Health: A Very Short Introduction Rhetoric: A Very Short Introduction Networks Comedy: A Very Short Introduction Law Psychology: A Very Short Introduction Kathryn Marie Kalinak Andrew Kahn Kevin Crossley-Holland Chris Carter John H. Arnold Jonathan Slack Graham Priest Klaus Dodds Patricia Aufderheide Nicholas Cook Michael Wood Edward Craig Jenann Ismael Andrew Davies Jonathan Bate Jennifer M. Gidley Ronald de Sousa Stillman Drake Ali Rattansi Ian J. Deary Christopher Hall Richard Tuck Kenneth Le Meunier-FitzHugh Winston Fletcher Peter M. Higgins Donald A. Ritchie Susan J. Blackmore Kimberley Reynolds Frank Close Belinda Jack Jussi M. Hanhimäki Robert Jones Mark Bevir Michael F. Land Virginia Berridge Richard Toye Guido Caldarelli Matthew Bevis Raymond Wacks Gillian Butler

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Intelligence Materials Hobbes Marketing Advertising: A Very Short Introduction Numbers The U.S. Congress: A Very Short Introduction Consciousness: A Very Short Introduction Children's Literature: A Very Short Introduction Nothing: A Very Short Introduction Reading: A Very Short Introduction The United Nations Branding Governance The Eye Public Health: A Very Short Introduction Rhetoric: A Very Short Introduction Networks Comedy: A Very Short Introduction Law Psychology: A Very Short Introduction *Kathryn Marie Kalinak Andrew Kahn Kevin Crossley-Holland Chris Carter John H. Arnold Jonathan Slack Graham Priest Klaus Dodds Patricia Aufderheide Nicholas Cook Michael Wood Edward Craig Jenann Ismael Andrew Davies Jonathan Bate Jennifer M. Gidley Ronald de Sousa Stillman Drake Ali Rattansi Ian J. Deary Christopher Hall Richard Tuck Kenneth Le Meunier-FitzHugh Winston Fletcher Peter M. Higgins Donald A. Ritchie Susan J. Blackmore Kimberley Reynolds Frank Close Belinda Jack Jussi M. Hanhimäki Robert Jones Mark Bevir Michael F. Land Virginia Berridge Richard Toye Guido Caldarelli Matthew Bevis Raymond Wacks Gillian Butler*

film music is as old as cinema the first projected moving images were accompanied by music through a variety of performers from single piano players to small orchestras that brought images to life film music has since become its own industry an aesthetic platform for expression creative visions and a commercial vehicle for growing musical stars of all varieties this very short introduction takes the reader behind the scenes to understand both the practical aspects of film music and the theories behind why it works the updated second edition includes the music from film industries in africa asia and south asia and latin america and the stories of musicians from previously under represented groups

drawing on examples from across the globe and throughout history andrew kahn explores the key characteristics of the short story he shows how its rise was intertwined with international print culture and discusses the essential techniques within this thriving literary genre as well as the ways in which it is constantly innovated even today

the longest of the stories in this book is short and the shortest is just one sentence long which means there are lots of

stories a whole bookful to make you think laugh shiver and think again

if strategy is the queen of business then this book offers us the perfect introduction to her court it is accessible lively and informative the book repays the reader with wonderful account of how strategy works it also lets the reader in on some of the darker secrets of strategy andré spicer associate professor of organisation studies warwick business school studying strategy is a welcoming lively and thought provoking account that helps students get to grips with strategy s key issues and broad debates and introduce them to the latest ideas conceived by chris grey as an antidote to conventional textbooks each book in the very short fairly interesting and reasonably cheap series takes a core area of the curriculum and turns it on its head by providing a critical and sophisticated overview of the key issues and debates in an informal conversational and often humorous way suitable for students of strategy at undergraduate masters and mba level professionals involved in strategic decision making and anyone interested in how strategy works

there are many stories we can tell about the past and we are not perhaps as free as we might imagine in our choice of which stories to tell or where those stories end john arnold s very short introduction is a stimulating essay about how we study and understand history the book begins by inviting us to think about various questions provoked by our investigation of history and explores the ways these questions have been answered in the past concepts such as causation interpretation and periodization are introduced by means of concrete examples of how historians work giving the reader a sense of the excitement of discovering not only the past but also ourselves about the series the very short introductions series from oxford university press contains hundreds of titles in almost every subject area these pocket sized books are the perfect way to get ahead in a new subject quickly our expert authors combine facts analysis perspective new ideas and enthusiasm to make interesting and challenging topics highly readable

the topic of stem cells has a high profile in the media we ve made important advances in our scientific understanding but

despite this the clinical applications of stem cells are still in their infancy and most real stem cell therapy carried out today is some form of bone marrow transplantation at the same time a scandalous spread of unproven stem cell treatments by private clinics represents a serious problem with treatments being offered which are backed by limited scientific rationale and which are at best ineffective and at worse harmful this very short introduction introduces stem cells exploring what they are and what scientists do with them introducing the different types of stem cells jonathan slack explains how they can be used to treat diseases such as retinal degeneration diabetes parkinson s disease heart disease and spinal trauma he also discusses the important technique of bone marrow transplantation and some other types of current stem cell therapy used for the treatment of blindness and of severe burns slack warns against fake stem cell treatments and discusses how to distinguish real from fake treatments he also describes the latest scientific progress in the field and looks forward to what we can expect to happen in the next few years very short introductions brilliant sharp inspiring about the series the very short introductions series from oxford university press contains hundreds of titles in almost every subject area these pocket sized books are the perfect way to get ahead in a new subject quickly our expert authors combine facts analysis perspective new ideas and enthusiasm to make interesting and challenging topics highly readable

logic is often perceived as having little to do with the rest of philosophy and even less to do with real life in this lively and accessible introduction graham priest shows how wrong this conception is he explores the philosophical roots of the subject explaining how modern formal logic deals with issues ranging from the existence of god and the reality of time to paradoxes of probability and decision theory along the way the basics of formal logic are explained in simple non technical terms showing that logic is a powerful and exciting part of modern philosophy about the series the very short introductions series from oxford university press contains hundreds of titles in almost every subject area these pocket sized books are the perfect way to get ahead in a new subject quickly our expert authors combine facts analysis perspective new ideas and enthusiasm to make interesting and challenging topics highly readable

very short introductions brilliant sharp inspiring the arctic is demanding global attention it is warming melting and thawing in a manner that threatens fundamental state change for communities that call the arctic home this is unwelcome a warming arctic brings with it the spectre of costly disruption and interference in indigenous lives and communal welfare for others the disappearance of sea ice makes the arctic appear more accessible and less remote this also brings with it dangers such as the prospect of a new era of great power rivalries involving china russia and the united states submarine and long range bomber patrolling are now commonplace new terms such as global arctic are being used to capture the dynamic of change while others muse about the return of a cold war the reality is inevitably more complex the physical geography of the arctic is highly varied and variable environmental change brings opportunities for indigenous and non indigenous life forms to survive and even thrive the arctic s four million people are not helpless pawns in a game of global geopolitics the arctic is not only a resource hotspot but also a place where sustainable energy systems are being introduced a warming arctic with less ice and permafrost is not unique in the longer history of the earth either the arctic is a complex space in this very short introduction klaus dodds and jamie woodward consider the major dimensions of the region and the linkages beyond from the geopolitical to the environmental they examine the causes drivers and effects of cultural physical political and economic change and ponder the future of the arctic as they show it is a future which will affect us all about the series the very short introductions series from oxford university press contains hundreds of titles in almost every subject area these pocket sized books are the perfect way to get ahead in a new subject quickly our expert authors combine facts analysis perspective new ideas and enthusiasm to make interesting and challenging topics highly readable

documentary film can encompass anything from robert flaherty s pioneering ethnography nanook of the north to michael moore s anti iraq war polemic fahrenheit 9 11 from dziga vertov s artful soviet propaganda piece man with a movie camera to luc jacquet s heart tugging wildlife epic march of the penguins in this concise crisply written guide patricia aufderheide takes readers along the diverse paths of documentary history and charts the lively often fierce debates among filmmakers

and scholars about the best ways to represent reality and to tell the truths worth telling beginning with an overview of the central issues of documentary filmmaking its definitions and purposes its forms and founders aufderheide focuses on several of its key subgenres including public affairs films government propaganda particularly the works produced during world war ii historical documentaries and nature films her thematic approach allows readers to enter the subject matter through the kinds of films that first attracted them to documentaries and it permits her to make connections between eras as well as revealing the ongoing nature of documentary s core controversies involving objectivity advocacy and bias interwoven throughout are discussions of the ethical and practical considerations that arise with every aspect of documentary production a particularly useful feature of the book is an appended list of 100 great documentaries that anyone with a serious interest in the genre should see drawing on the author s four decades of experience as a film scholar and critic this book is the perfect introduction not just for teachers and students but also for all thoughtful filmgoers and for those who aspire to make documentaries themselves about the series combining authority with wit accessibility and style very short introductions offer an introduction to some of life s most interesting topics written by experts for the newcomer they demonstrate the finest contemporary thinking about the central problems and issues in hundreds of key topics from philosophy to freud quantum theory to islam

this stimulating very short introduction to music invites us to really think about music and the values and qualities we ascribe to it the world teems with different kinds of music traditional folk classical jazz rock pop and each type of music tends to come with its own way of thinking drawing on a wealth of accessible examples ranging from beethoven to chinese zither music nicholas cook attempts to provide a framework for thinking about all music by examining the personal social and cultural values that music embodies the book reveals the shortcomings of traditional conceptions of music and sketches a more inclusive approach emphasizing the role of performers and listeners about the series the very short introductions series from oxford university press contains hundreds of titles in almost every subject area these pocket sized

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film is considered by some to be the most dominant art form of the twentieth century it is many things but it has become above all a means of telling stories through images and sounds the stories are often offered to us as quite false frankly and beautifully fantastic and they are sometimes insistently said to be true but they are stories in both cases and there are very few films even in avant garde art that don't imply or quietly slip into narrative this story element is important and is closely connected with the simplest fact about moving pictures they do move even the older meanings of the word film a membrane a covering a veil an emanation now seem to have something to do with moving pictures many people believe films are an instrument of illusion an emphatic way of seeing what is not there and this capacity has been both celebrated and condemned like a movie mostly means like some sort of fairy tale but what about the reverse proposition that more than any other invention film brings us close to the world as it actually is photography is truth a character says in a film by jean luc godard and cinema is the truth twenty four times per second the same claim is made every day albeit less epigrammatically by newsreels and surveillance cameras in this very short introduction michael wood provides a brief history and examination of the nature of the medium of film considering its role and impact on society as well as its future in the digital age about the series the very short introductions series from oxford university press contains hundreds of titles in almost every subject area these pocket sized books are the perfect way to get ahead in a new subject quickly our expert authors combine facts analysis perspective new ideas and enthusiasm to make interesting and challenging topics highly readable

how ought we to live what really exists how do we know this book introduces important themes in ethics knowledge and the self via readings from plato hume descartes hegel darwin and buddhist writers it emphasizes throughout the point of doing philosophy explains how different areas of philosophy are related and explores the contexts in which philosophy was

and is done about the series the very short introductions series from oxford university press contains hundreds of titles in almost every subject area these pocket sized books are the perfect way to get ahead in a new subject quickly our expert authors combine facts analysis perspective new ideas and enthusiasm to make interesting and challenging topics highly readable

what is time this book describes the developing physics of the concept of time from newton via einstein to the present day and the related philosophical aspects it also discusses the psychological experience of time and insights from cognitive science

what is a project how are projects organized to deal with a complex rapidly changing and uncertain world why are projects the organization of the future a project is a temporary organization and one time process established to achieve a desired outcome projects range in size from small teams to large international joint ventures and temporary coalitions of public and private organizations what distinguishes projects from all other organizational activities such as mass produced products and services is that a project is finite in duration lasting from hours days or weeks to years and in some cases decades each project is disposable it brings together people and resources to accomplish a goal and when the goal is accomplished the organization disappears when projects are complex unpredictable and changing their plans have to be flexible and able to adjust to situations that cannot foreseen at the outset in this very short introduction andrew davies looks at how projects have developed since the industrial revolution to create the human built world in which we live work and play considering some of our greatest endeavours such as the erie canal apollo moon landing japanese product development and chinese ecocity projects davies identifies how projects are organized and managed to design and produce large and complex systems cope with fast changing conditions and deal with the immense uncertainties required to create breakthrough innovations in products and services he concludes by considering how projects could be organized to address the challenges facing the post industrial society of the 21st century about the series the very short introductions series

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sweeping across two millennia and every literary genre acclaimed scholar and biographer jonathan bate provides a dazzling introduction to english literature the focus is wide shifting from the birth of the novel and the brilliance of english comedy to the deep englishness of landscape poetry and the ethnic diversity of britain s nobel literature laureates it goes on to provide a more in depth analysis with close readings from an extraordinary scene in king lear to a war poem by carol ann duffy and a series of striking examples of how literary texts change as they are transmitted from writer to reader the narrative embraces not only the major literary movements such as romanticism and modernism together with the most influential authors including chaucer donne johnson wordsworth austen dickens and woolf but also little known stories such as the identity of the first english woman poet to be honoured with a collected edition of her works written with the flair and passion for which jonathan bate has become renowned this book is the perfect very short introduction for all readers and students of the incomparable literary heritage of these islands about the series the very short introductions series from oxford university press contains hundreds of titles in almost every subject area these pocket sized books are the perfect way to get ahead in a new subject quickly our expert authors combine facts analysis perspective new ideas and enthusiasm to make interesting and challenging topics highly readable

from the beginning of time humans have been driven by both a fear of the unknown and a curiosity to know we have always yearned to know what lies ahead whether threat or safety scarcity or abundance throughout human history our forebears tried to create certainty in the unknown by seeking to influence outcomes with sacrifices to gods preparing for the unexpected with advice from oracles and by reading the stars through astrology as scientific methods improve and computer technology develops we become ever more confident of our capacity to predict and quantify the future by

accumulating and interpreting patterns from the past yet the truth is there is still no certainty to be had in this very short introduction jennifer gidley considers some of our most burning questions what is the future is the future a time yet to come or is it a utopian place does the future have a history is there only one future or are there many possible futures she asks if the future can ever be truly predicted or if we create our own futures both hoped for and feared by our thoughts feelings and actions and concludes by analysing how we can learn to study the future about the series the very short introductions series from oxford university press contains hundreds of titles in almost every subject area these pocket sized books are the perfect way to get ahead in a new subject quickly our expert authors combine facts analysis perspective new ideas and enthusiasm to make interesting and challenging topics highly readable

although there are many kinds of love erotic love has been celebrated in art and poetry as life's most rewarding and exalting experience worth living and dying for and bringing out the best in ourselves and yet it has excused and even been thought to justify the most reprehensible crimes why should this be this very short introduction explores this and other puzzling questions do we love someone for their virtue their beauty or their moral or other qualities are love's characteristic desires altruistic or selfish are there duties of love what do the sciences neuroscience evolutionary and social psychology and anthropology tell us about love many of the answers we give to such questions are determined not so much by the facts of human nature as by the ideology of love ronald de Sousa considers some of the many paradoxes raised by love looking at the different kinds of love affections affiliation philia storage agape but focusses on eros or romantic love he considers whether our conventional beliefs about love and sex are deeply irrational and argues that alternative conceptions of love and sex although hard to formulate and live by may be worth striving for about the series the very short introductions series from oxford university press contains hundreds of titles in almost every subject area these pocket sized books are the perfect way to get ahead in a new subject quickly our expert authors combine facts analysis perspective new ideas and enthusiasm to make interesting and challenging topics highly readable

in a startling reinterpretation of the evidence stillman drake advances the hypothesis that galileo's trial and condemnation by the inquisition was caused not by his defiance of the church but by the hostility of contemporary philosophers galileo's own beautifully lucid arguments are used to show how his scientific method was utterly divorced from the aristotelian approach to physics in that it was based on a search not for causes but for laws galileo's method was of overwhelming significance for the development of modern physics and led to a final parting of the ways between science and philosophy about the series the very short introductions series from oxford university press contains hundreds of titles in almost every subject area these pocket sized books are the perfect way to get ahead in a new subject quickly our expert authors combine facts analysis perspective new ideas and enthusiasm to make interesting and challenging topics highly readable

from subtle discrimination in everyday life and scandals in politics to incidents like lynchings in the american south cultural imperialism and ethnic cleansing racism exists in many different forms in almost every facet of society but what actually is race how has racism come to be so firmly established why do so few people actually admit to being racist how are race ethnicity and xenophobia related racism a very short introduction incorporates the latest research to demystify the subject of racism and explore its history science and culture it sheds light not only on how racism has evolved since its earliest beginnings but will also explore the numerous embodiments of racism highlighting the paradox of its survival despite the scientific discrediting of the notion of race with the latest advances in genetics about the series the very short introductions series from oxford university press contains hundreds of titles in almost every subject area these pocket sized books are the perfect way to get ahead in a new subject quickly our expert authors combine facts analysis perspective new ideas and enthusiasm to make interesting and challenging topics highly readable

some people are cleverer than others but how and why do people differ in their thinking powers drawing on the latest psychological data ian deary considers some of our most burning questions about intelligence such as how genes environment age or gender can affect our intelligence he also asks whether intelligence is increasing

the study of materials is a major field of research that supports and drives innovation in technology using modern scientific techniques materials scientists and engineers explore and manipulate materials and create new ones with remarkable strength and extraordinary optical and electrical properties in this very short introduction christopher hall looks at a wide range of materials from steel wood and rubber to gold silicon and graphene describing how materials are used how their properties arise from their internal structure and how useful and novel things are made from them he concludes by looking at how the global scale of materials consumption now threatens the goal of sustainability about the series the very short introductions series from oxford university press contains hundreds of titles in almost every subject area these pocket sized books are the perfect way to get ahead in a new subject quickly our expert authors combine facts analysis perspective new ideas and enthusiasm to make interesting and challenging topics highly readable

thomas hobbes the first great english political philosopher has long had the reputation of being a pessimistic atheist who saw human nature as inevitably evil and proposed a totalitarian state to subdue human failings in this illuminating study richard tuck re evaluates hobbes s philosophy and dispels these myths revealing him to have been passionately concerned with the refutation of scepticism and to have developed a theory of knowledge which rivalled that of descartes in its importance about the series the very short introductions series from oxford university press contains hundreds of titles in almost every subject area these pocket sized books are the perfect way to get ahead in a new subject quickly our expert authors combine facts analysis perspective new ideas and enthusiasm to make interesting and challenging topics highly readable

this book outlines the nature of contemporary marketing considering how marketers function as an interface between customers and organisations as globalisation creates increasing challenges to established marketing practices it shows how marketing efforts need to adapt continuously to allow an organisation to reach its intended market

how advertising works is not a question that has a simple answer advertising is a diverse entity and different campaigns work or fail to work in a plethora of different ways most advertising persuades people to buy things but how and who does it aim to persuade and how are these decisions made in this very short introduction winston fletcher an expert with extensive knowledge of advertising from the inside aims to answer these questions and in doing so dispels some of the myths and misunderstandings surrounding the industry the book contains a short history of advertising and an explanation of how the industry works and how each of the parties the advertisers the media and the agencies are involved it considers the extensive spectrum of advertisers and their individual needs it also looks at the financial side of advertising and asks how advertisers know if they have been successful or whether the money they have spent has in fact been wasted fletcher concludes with a discussion about the controversial and unacceptable areas of advertising such as advertising products to children and advertising products such as cigarettes and alcohol he also discusses the benefits of advertising and what the future may hold for the industry about the series the very short introductions series from oxford university press contains hundreds of titles in almost every subject area these pocket sized books are the perfect way to get ahead in a new subject quickly our expert authors combine facts analysis perspective new ideas and enthusiasm to make interesting and challenging topics highly readable

numbers are integral to our everyday lives and feature in everything we do in this very short introduction peter m higgins the renowned mathematics writer unravels the world of numbers demonstrating its richness and providing a comprehensive view of the idea of the number higgins paints a picture of the number world considering how the modern number system matured over centuries explaining the various number types and showing how they behave he introduces key concepts such as integers fractions real numbers and imaginary numbers by approaching the topic in a non technical way and emphasising the basic principles and interactions of numbers with mathematics and science higgins also demonstrates the practical interactions and modern applications such as encryption of confidential data on the internet

about the series the very short introductions series from oxford university press contains hundreds of titles in almost every subject area these pocket sized books are the perfect way to get ahead in a new subject quickly our expert authors combine facts analysis perspective new ideas and enthusiasm to make interesting and challenging topics highly readable

in the second edition of the u s congress donald a ritchie a congressional historian for more than thirty years takes readers on a fascinating behind the scenes tour of capitol hill pointing out the key players explaining their behavior and translating parliamentary language into plain english no mere civics lesson this eye opening book provides an insider s perspective on congress matched with a professional historian s analytical insight after a swift survey of the creation of congress by the constitutional convention he begins to unscrew the nuts and pull out the bolts what is it like to campaign for congress to attract large donors to enter either house with no seniority he answers these questions and more explaining committee assignments and committee work the role of staffers and lobbyists floor proceedings parliamentary rules and coalition building ritchie explores the great effort put into constituent service as representatives and senators respond to requests from groups and individuals as well as media relations and news coverage he also explores how the grand concepts we all know from civics class checks and balances advise and consent congressional oversight work in practice in an age of strong presidents and a muscular senate minority

a lively introduction that combines the perspectives of philosophy psychology and neuroscience written by the top name in the field susan blackmore

in this lively discussion kim reynolds looks at what children s literature is why it is interesting how it contributes to culture and how it is studied as literature providing examples from across history and various types of children s literature she introduces the key debates developments and people involved

what is the void what remains when you take all the matter away can empty space nothing exist this text explores the science history of the elusive void from aristotle s theories to black holes quantum particles why our very latest discoveries about the vacuum can tell us extraordinary things about the cosmos

today many people take reading for granted but we remain some way off from attaining literacy for the global human population and whilst we think we know what reading is it remains in many ways a mysterious process or set of processes the effects of reading are myriad it can be informative distracting moving erotically arousing politically motivating spiritual and much much more at different times and in different places reading means different things in this very short introduction belinda jack explores the fascinating history of literacy and the opportunities reading opens for much of human history reading was the preserve of the elite and most reading meant being read to innovations in printing paper making and transport combined with the rise of public education from the late eighteenth century on brought a dramatic rise in literacy in many parts of the world established links between a nation s levels of literacy and its economy led to the promotion of reading for political ends but equally reading has been associated with subversive ideas leading to censorship through multiple channels denying access to education controlling publishing destroying libraries and even the burning of authors and their works indeed the works of voltaire were so often burned that an enterprising parisian publisher produced a fire proof edition decorated with a phoenix but as jack demonstrates reading is a collaborative act between an author and a reader and one which can never be wholly controlled telling the story of reading from the ancient world to digital reading and restrictions today belinda jack explores why it is such an important aspect of our society about the series the very short introductions series from oxford university press contains hundreds of titles in almost every subject area these pocket sized books are the perfect way to get ahead in a new subject quickly our expert authors combine facts analysis perspective new ideas and enthusiasm to make interesting and challenging topics highly readable

after seven decades of existence has the un become obsolete is it ripe for retirement as jussi hanhimäki proves in the

second edition of this very short introduction the answer is no in the second decade of the twenty first century the un remains an indispensable organization that continues to save lives and improve the world as its founders hoped since its original publication in 2008 this 2nd edition includes more recent examples of the un security council in action and peacekeeping efforts while exploring its most recent successes and failures after a brief history of the united nations and its predecessor the league of nations hanhimäki examines the un s successes and failures as a guardian of international peace and security as a promoter of human rights as a protector of international law and as an engineer of socio economic development this updated edition highlights what continues to make the un a complicated organization today and the ongoing challenges between its ambitions and capabilities hanhimäki also provides a clear account of the un and its various arms and organizations such as unesco and unicef and offers a critical overview of the un security council s involvement in recent crises in iran afghanistan iraq ukraine libya and syria and how likely it is to meet its overall goals in the future regardless of its obstacles the un is likely to survive for the foreseeable future that alone makes trying to understand the un in all its manifold magnificent and frustrating complexity a worthy task with this much needed updated introduction to the un jussi hanhimäki engages the current debate over the organizations effectiveness as he provides a clear understanding of how it was originally conceived how it has come to its present form and how it must confront new challenges in a rapidly changing world about the series the very short introductions series from oxford university press contains hundreds of titles in almost every subject area these pocket sized books are the perfect way to get ahead in a new subject quickly our expert authors combine facts analysis perspective new ideas and enthusiasm to make interesting and challenging topics highly readable

branding is possibly the most powerful commercial and cultural force on the planet robert jones discusses the vast variety of brands and why we still fall for them even as we are becoming more brand aware looking at the philosophy and story behind brands he considers how they work their magic and what the future for brands might be

the word governance is ubiquitous the world bank and the international monetary fund make loans conditional on good governance climate change and avian flu appear as issues of global governance the european union issues a white paper on governance the u s forest service calls for collaborative governance what accounts for the pervasive use of the term governance and to what does it refer it has a bewildering set of answers the word governance is used in a variety of contexts but at a general level it refers to all forms of social coordination and patterns of rule in this very short introduction mark bevir considers not only the main theories of governance but also their impact in a variety of areas including corporate public and global affairs about the series the very short introductions series from oxford university press contains hundreds of titles in almost every subject area these pocket sized books are the perfect way to get ahead in a new subject quickly our expert authors combine facts analysis perspective new ideas and enthusiasm to make interesting and challenging topics highly readable

the eye is one of the most remarkable achievements of evolution and has evolved up to 40 times in different parts of the animal kingdom in humans vision is the most important sense and much of the brain is given over to the processing of visual information in this very short introduction michael land describes the evolution of vision and the variety of eyes found in both humans and animals he explores the evolution of colour vision in primates and the workings of the human eye to consider how that contributes to our visual ability he explains how we see in three dimensions and the basic principles of visual perception including our impressive capacity for pattern recognition and the ability of vision to guide action about the series the very short introductions series from oxford university press contains hundreds of titles in almost every subject area these pocket sized books are the perfect way to get ahead in a new subject quickly our expert authors combine facts analysis perspective new ideas and enthusiasm to make interesting and challenging topics highly readable

public health is a term much used in the media by health professionals and by activists at the national or the local level there are ministries or departments of public health whilst international agencies such as the world health organisation

promote public health policies and regional organisations such as the european union have public health funding and policies but what do we mean when we speak about public health in this very short introduction virginia berridge explores the areas which fall under the remit of public health and explains how the individual histories of different countries have come to cause great differences in the perception of the role and responsibilities of public health organisations thus in the united states litigation on public health issues is common but state involvement is less while some scandinavian countries have a tradition of state involvement or even state ownership of industries such as alcohol in connection with public health in its narrowest sense public health can refer to the health of a population the longevity of individual members and their freedom from disease but it can also be anticipatory geared to the prevention of illness rather than simply the provision of care and treatment in the way public health deals with healthy as well as sick people it is therefore a separate concept from health services which deal with the sick population drawing on a wide range of international examples berridge demonstrates the central role of history to understanding the amorphous nature of public health today about the series the very short introductions series from oxford university press contains hundreds of titles in almost every subject area these pocket sized books are the perfect way to get ahead in a new subject quickly our expert authors combine facts analysis perspective new ideas and enthusiasm to make interesting and challenging topics highly readable

rhetoric is often seen as a synonym for shallow deceptive language and therefore as something negative but if we view rhetoric in more neutral terms as the art of persuasion it is clear that we are all forced to engage with it at some level if only because we are constantly exposed to the rhetoric of others in this very short introduction richard toyne explores the purpose of rhetoric rather than presenting a defence of it he considers it as the foundation stone of civil society and an essential part of any democratic process using wide ranging examples from ancient greece medieval islamic preaching and modern cinema toyne considers why we should all have an appreciation of the art of rhetoric about the series the very short introductions series from oxford university press contains hundreds of titles in almost every subject area these pocket sized

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from ecosystems to facebook from the internet to the global financial market some of the most important and familiar natural systems and social phenomena are based on a networked structure it is impossible to understand the spread of an epidemic a computer virus large scale blackouts or massive extinctions without taking into account the network structure that underlies all these phenomena in this very short introduction guido caldarelli and michele catanzaro discuss the nature and variety of networks using everyday examples from society technology nature and history to explain and understand the science of network theory they show the ubiquitous role of networks how networks self organize why the rich get richer and how networks can spontaneously collapse they conclude by highlighting how the findings of complex network theory have very wide and important applications in genetics ecology communications economics and sociology about the series the very short introductions series from oxford university press contains hundreds of titles in almost every subject area these pocket sized books are the perfect way to get ahead in a new subject quickly our expert authors combine facts analysis perspective new ideas and enthusiasm to make interesting and challenging topics highly readable

with a broad scope across the millennia from high literature to popular culture between page and stage and screen this very short introduction considers comedy not only as a literary genre but also as a broader impulse at work in many other historical and contemporary forms of satire parody and play

law touches every aspect of our daily lives and yet the main concepts terms and processes of the legal system remain obscure to many this concise introduction provides a clear jargon free account of modern legal systems explaining how the law works both in the western tradition and around the world

psychology is part of everyone's experience it influences the way we think about everything from education and intelligence to relationships and emotions advertising and criminality people readily behave as amateur psychologists offering explanations for what people think feel and do but what exactly are psychologists trying to do what scientific grounding do they have for their approach this book provides an understanding of some of psychology's leading ideas and their practical relevance making it a stimulating introduction for anyone interested in understanding the human mind

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Decoding the Conversion: 310g to oz - A Simple Guide

Understanding unit conversions can sometimes feel like navigating a maze. This article aims to simplify the process of converting grams (g) to ounces (oz), specifically focusing on converting 310g to oz. We'll break down the process step-by-step, offering practical examples and addressing common questions along the way.

Understanding Grams and Ounces

Before diving into the conversion, let's establish a clear understanding of the units involved. Grams (g) and ounces (oz) are both units of mass or weight. Grams are part of the metric system, a decimal system widely used internationally, while ounces belong to the imperial system, predominantly used in the United States and a few other countries. The key difference lies in their scale: an ounce is significantly larger than a gram. This difference necessitates a conversion factor to move between the two systems.

The Conversion Factor: Grams to Ounces

The fundamental relationship between grams and ounces is approximately: 1 ounce (oz) \approx 28.35 grams (g). This means that one ounce is roughly equivalent to 28.35 grams. This conversion factor is crucial for accurately transforming

measurements from one unit to the other. It acts as the bridge connecting the metric and imperial systems in this specific instance. Note that the " \approx " symbol means "approximately equal to," reflecting the inherent rounding involved in simplified conversions. More precise calculations might use a more extended decimal value.

Calculating 310g to oz: The Step-by-Step Approach

Now, let's apply the conversion factor to convert 310 grams to ounces: 1. Set up the equation: We start with the known value: 310g. We want to convert this to ounces, so we'll use the conversion factor: 310g (1 oz / 28.35g) 2. Perform the calculation: Notice that the "grams" unit (g) cancels out, leaving us with ounces (oz) as the final unit. Dividing 310 by 28.35 yields approximately 10.93 ounces. 3. Express the result: Therefore, 310 grams is approximately equal to 10.93 ounces. Remember that this is an approximation due to rounding the conversion factor.

Practical Examples: Bringing it to Life

Imagine you have a recipe calling for 310g of flour, but your measuring cups only use ounces. Using our conversion, you would know to measure approximately 10.93 ounces of flour. Similarly, if you buy a product weighing 310g, you can easily understand its weight in the more familiar ounce unit. This conversion is invaluable for various applications, from cooking and baking to understanding product specifications.

Beyond the Basic Conversion: Accuracy and Precision

While our calculation provides a practical approximation, it's important to acknowledge the limitations of rounding. For applications demanding high accuracy, using a more precise conversion factor (e.g., 1 oz = 28.3495231 g) and a calculator capable of handling more decimal places is recommended. This level of precision is particularly crucial in scientific and engineering contexts.

Actionable Takeaways and Key Insights

Remember the approximate conversion factor: 1 oz \approx 28.35 g. Always check the level of precision required for your specific task. Using online converters can save time and minimize calculation errors for quick conversions. Understanding the underlying principles allows you to perform conversions confidently and independently.

Frequently Asked Questions (FAQs)

1. Is the conversion factor always exactly 28.35 g per ounce? No, it's an approximation. The exact conversion factor is more precise, but 28.35 provides sufficient accuracy for most everyday situations. 2. Can I convert ounces to grams using the same factor? Yes, you can reverse the process. To convert ounces to grams, you would multiply the number of ounces by 28.35. 3. What if I need to convert a different weight in grams to ounces? Simply replace 310g in our equation with the new gram value and perform the calculation. 4. Are there online tools to perform this conversion? Yes, many free online converters are available for quick and accurate gram-to-ounce conversions. 5. Why is it important to understand unit

conversions? Unit conversions are crucial for understanding and interpreting measurements across different systems, essential in various fields like cooking, engineering, science, and international trade.

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