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## Information Services Today

### An Introduction

Rowman & Littlefield **This book demonstrates the ever-changing landscape of information services today and the need to re-evaluate curriculum, competency training, professional development, and lifelong learning in order to stay abreast of current trends and issues, and more significantly, remain competent to address the changing user needs of the information community.**

## School Libraries in a Time of Change: How to Survive and Thrive

ABC-CLIO **By becoming practical futurists, school librarians can help their libraries not only to survive sweeping changes in education but to thrive. This book shows how to spot technological trends and use them to your library's advantage. School librarians will recognize the need to become future forecasters in an age of rapid technological change. School librarians will understand the serious employment challenges they face in a time of technological change and understand the steps they need to ensure the continuation and value of the profession. School librarians will gain confidence that they can cope with predicted trends by following recommendations for instructional and organizational change.**

## The Signals Are Talking

### Why Today's Fringe Is Tomorrow's Mainstream

Hachette UK **Amy Webb is a noted futurist who combines curiosity, skepticism, colorful storytelling, and deeply reported, real-world analysis in this essential book for understanding the future. The Signals Are Talking reveals a systemic way of evaluating new ideas bubbling up on the horizon—distinguishing what is a real trend from the merely trendy. This book helps us hear which signals are talking sense, and which are simply nonsense, so that we might know today what developments—especially those seemingly random ideas at the fringe as they converge and begin to move toward the mainstream—that have long-term consequence for tomorrow. With the methodology developed in The Signals Are Talking, we learn how to think like a futurist and answer vitally important questions: How will a technology—like artificial intelligence, machine learning, self-driving cars, biohacking, bots, and the Internet of Things—affect us personally? How will it impact our businesses and workplaces? How will it eventually change the way we live, work, play, and think—and how should we prepare for it now? Most importantly, Webb persuasively shows that the future isn't something that happens to us passively. Instead, she allows us to see ahead so that we may forecast what's to come—challenging us to create our own preferred futures.**

## The Signals Are Talking

### Why Today's Fringe Is Tomorrow's Mainstream

PublicAffairs **A Fast Company best book of the year A Washington Post bestseller Winner of the 2017 Axiom Business Book Award in Business Technology How do you tell a real trend from the merely trendy? How, for example, will a technology—like artificial intelligence, machine learning, self-driving cars, biohacking, bots, and the Internet of Things—**

-affect us, our businesses, and workplaces? How will it eventually change the way we live, work, play, and think--and how should we prepare for it now? In *The Signals Are Talking*, noted futurist Amy Webb shows us how to analyze the "true signals"--those patterns that will coalesce into a trend with the potential to change everything--and land on the right side of disruption. The future, Webb shows, isn't something that happens to us passively. Using a proven, tested methodology, she enables us to see ahead and forecast what's to come--challenging us to create our own preferred futures.

## Shift Ahead

### How the Best Companies Stay Relevant in a Fast-Changing World

**AMACOM** In a world that's changing faster and more furiously than ever, the ability to shift focus is critical. Why is it that some organizations can continually evolve to meet the times and the marketplace, and others can't? How do some companies always seem to know the perfect season to shift gears, as well as the right methods to implement when doing so, while others ruefully, and perhaps stubbornly, go down sinking when a simple shift would've saved everything? *Shift Ahead* taps into both success stories and cautionary tales from others who have gone before in order to provide for readers a smart, calculated approach to knowing both: 1) when to change course and 2) how to pull it off. Packed with insightful interviews from leaders at HBO, Adobe, BlackBerry, National Geographic, Microsoft, Kodak, and elsewhere, this must-have resource explains how to

- Spot warning signs that it's time for a reinvention
- Overcome obstacles standing in the way of your company's future goals
- Maintain authenticity when shifting gears
- Execute changes seamlessly, no matter how bold they are

Today more than at any other time before, knowing when to shift, and how to do so successfully, is the key to remaining competitive. But with *Shift Ahead*, this difficult yet imperative maneuver will become the key to your company's long-term success!

## Legal Data and Information in Practice

### How Data and the Law Interact

**Routledge** *Legal Data and Information in Practice* provides readers with an understanding of how to facilitate the acquisition, management, and use of legal data in organizations such as libraries, courts, governments, universities, and start-ups. Presenting a synthesis of information about legal data that will furnish readers with a thorough understanding of the topic, the book also explains why it is becoming crucial that data analysis be integrated into decision-making in the legal space. Legal organizations are looking at how to develop data-driven insights for a variety of purposes and it is, as Sutherland shows, vital that they have the necessary skills to facilitate this work. This book will assist in this endeavour by providing an international perspective on the issues affecting access to legal data and clearly describing methods of obtaining and evaluating it. Sutherland also incorporates advice about how to critically approach data analysis. *Legal Data and Information in Practice* will be essential reading for those in the law library community who are based in English-speaking countries with a common law tradition. The book will also be useful to those with a general interest in legal data, including students, academics engaged in the study of information science and law.

## The Persistence of Code in Game Engine Culture

**Routledge** With its unique focus on video game engines, the data-driven architectures of game development and play, this innovative textbook examines the impact of software on everyday life and explores the rise of engine-driven culture. Through a series of case studies, Eric Freedman lays out a clear methodology for studying the game development pipeline, and uses the video game engine as a pathway for media scholars and practitioners to navigate the complex terrain of software practice. Examining several distinct software ecosystems that include the proprietary efforts of Amazon, Apple, Capcom, Epic Games and Unity Technologies, and the unique ways that game engines are used in non-game industries, Freedman illustrates why engines matter. The studies bind together designers and players, speak to the labors of the game industry, value the work of both global and regional developers, and establish critical connection points between software and society. Freedman has crafted a much-needed entry point for students new to code, and a research resource for scholars and teachers working in media industries, game development and new media.

### The Last Driver's License Holder Has Already Been Born: How Rapid Advances in Automotive Technology will

# Disrupt Life As We Know It and Why This is a Good Thing

McGraw Hill Professional **How the radical disruption of the auto industry affects you—and how you can prepare for the soon-to-be “new normal”** The combined effect of autonomous driving, electric vehicles, and the sharing economy is on the verge of changing the auto industry—all within the next decade. And this tech/economics revolution will touch virtually every industry. What exactly will change? **Jobs:** Demand for commercial vehicle drivers, car dealers, mechanics, doctors, and many other professions will shrink **Laws:** Manually driving cars will be forbidden—and car ownership will be almost nonexistent **Housing:** Prices will drop and cities and towns will be planned differently **Healthcare:** Infrastructure will shrink as traffic accidents dramatically decline **Global trade:** China will become the world’s biggest automotive exporter **The Last Driver License Holder Has Already Been Born** provides the information and insight you need to position your company for these groundbreaking changes. It reveals the disruptive technologies now taking shape and provides a timeline of when they will take hold. It examines the impact on the industry itself, as well as adjacent sectors, including jobs and professions, city and street design, hospitals, insurances, politics, security, hospitality industry, the oil industry, real estate, and society at large. And it provides the knowledge and insight you need to keep yourself and your organization ahead of the curve—and in front of the competition.

## Transformação Digital

### Uma jornada possível

Editora Jandaíra **Transformação digital é a destruição criativa, em rede, dos modelos de negócios tradicionais provocada pela maturidade das plataformas digitais”,** define **Silvio Meira**, cientista e fundador do **CESAR**, um dos principais hubs de inovação brasileiros, localizado em Recife (PE). Esse caminho sem volta é esmiuçado no livro organizado por **Eduardo Peixoto**, CDO do **CESAR**. Com histórias de empresas brasileiras que conseguiram se adaptar à tecnologia e à conectividade nos negócios, a obra foi elaborada a partir de pesquisas e de artigos de professores da **CESAR School**. O resultado é um diagnóstico que leva a um passo a passo de como realizar essa mudança com base em inovação, para se manter competitivo em um mercado volátil em conhecimento, técnicas e possibilidades.

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## Advancing Futures

### Futures Studies in Higher Education

Greenwood Publishing Group **A distinguished group of futurists examine the current state of the field and assess its prospects for the future.**

## The Genesis Machine

### Our Quest to Rewrite Life in the Age of Synthetic Biology

PublicAffairs **The next frontier in technology is inside our own bodies. Synthetic biology will revolutionize how we define family, how we identify disease and treat aging, where we make our homes, and how we nourish ourselves. This fast-growing field—which uses computers to modify or rewrite genetic code—has created revolutionary, groundbreaking solutions such as the mRNA COVID vaccines, IVF, and lab-grown hamburger that tastes like the real thing. It gives us options to deal with existential threats: climate change, food insecurity, and access to fuel. But there are significant**

risks. Who should decide how to engineer living organisms? Whether engineered organisms should be planted, farmed, and released into the wild? Should there be limits to human enhancements? What cyber-biological risks are looming? Could a future biological war, using engineered organisms, cause a mass extinction event? Amy Webb and Andrew Hessel's riveting examination of synthetic biology and the bioeconomy provide the background for thinking through the upcoming risks and moral dilemmas posed by redesigning life, as well as the vast opportunities waiting for us on the horizon.

## Data, a Love Story

### How I Cracked the Online Dating Code to Meet My Match

[Penguin](#) "Amy Webb found her true love after a search that's both charmingly romantic and relentlessly data-driven. Anyone who uses online dating sites must read her funny, fascinating book."—Gretchen Rubin, #1 New York Times bestselling author of *The Happiness Project* After yet another disastrous date, Amy Webb was preparing to cancel her JDate membership when epiphany struck: her standards weren't too high, she just wasn't approaching the process the right way. Using her gift for data strategy, she found which keywords were digital-man magnets, analyzed photos, and then adjusted her (female) profile to make the most of that intel. Then began the deluge—dozens of men who actually met her own stringent requirements wanted to meet her. Among them: her future husband, now the father of her child.

## The New Right

### A Journey to the Fringe of American Politics

[All Points Books](#) The definitive firsthand account of the movement that permanently broke the American political consensus. What do internet trolls, economic populists, white nationalists, techno-anarchists and Alex Jones have in common? Nothing, except for an unremitting hatred of evangelical progressivism and the so-called "Cathedral" from whence it pours forth. Contrary to the dissembling explanations from the corporate press, this movement did not emerge overnight—nor are its varied subgroups in any sense interchangeable with one another. As united by their opposition as they are divided by their goals, the members of the New Right are willfully suspicious of those in the mainstream who would seek to tell their story. Fortunately, author Michael Malice was there from the very inception, and in *The New Right* recounts their tale from the beginning. Malice provides an authoritative and unbiased portrait of the New Right as a movement of ideas—ideas that he traces to surprisingly diverse ideological roots. From the heterodox right wing of the 1940s to the Buchanan/Rothbard alliance of 1992 and all the way through to what he witnessed personally in Charlottesville, *The New Right* is a thorough firsthand accounting of the concepts, characters and chronology of this widely misunderstood sociopolitical phenomenon. Today's fringe is tomorrow's orthodoxy. As entertaining as it is informative, *The New Right* is required reading for every American across the spectrum who would like to learn more about the past, present and future of our divided political culture.

## Der letzte Führerscheinneuling

... ist bereits geboren. Wie Google, Tesla, Apple, Uber & Co unsere automobilen Gesellschaft verändern und Arbeitsplätze vernichten. Und warum das gut so ist.

[Plassen Verlag](#) **Feierabend.** Bei Uber einen selbstfahrenden Tesla bestellt, der mich fünf Minuten später am Büro abholt und nach Hause bringt. Danach verschwindet das Elektroauto lautlos in der Nacht. Klingt nach Zukunft. Ist es auch. Aber sehr nahe Zukunft. Was bedeutet die Kombination aus autonomem Fahren, Elektromobilität und Sharing Economy für Taxifahrer, Lkw-Fahrer, Arbeiter bei VW und BMW oder Betreiber von Parkhäusern? Wie sehen die Städte der Zukunft aus und welche Herausforderungen bringen sie mit sich? Silicon-Valley-Insider Dr. Mario Herger über eine der größten Umwälzungen seit der Dampfmaschine.

## English Uprising

### Brexit and the Mainstreaming of the Far Right

[Melville House UK](#) An important examination of how and why Brexit, Trump, and the rise of the far right have happened, and the consequences for us all. Brexit reflected perhaps the biggest vote of no confidence in the political establishment in modern British history. Despite the vote leading to shock and dismay across the globe, this backlash against the political elite had been decades in the making. But how did we get here? In his important book, Paul

Stocker examines how ideas of the far right—always a fringe movement in Britain—have become part of the cultural and political mainstream, especially via a noxious right-wing press, and how these issues are not unique to Britain. Rather, the growth of far-right populism is a Western phenomenon, and one with trends that can be witnessed across Europe, as well as the US. Ultimately, "mainstreaming" this racism has combined with populism—a growing sense that the political elite does not understand or represent the needs of ordinary Britons—which culminated in Brexit.

## The Big Nine

# How the Tech Titans and Their Thinking Machines Could Warp Humanity

Hachette UK A call-to-arms about the broken nature of artificial intelligence, and the powerful corporations that are turning the human-machine relationship on its head. We like to think that we are in control of the future of "artificial" intelligence. The reality, though, is that we -- the everyday people whose data powers AI -- aren't actually in control of anything. When, for example, we speak with Alexa, we contribute that data to a system we can't see and have no input into -- one largely free from regulation or oversight. The big nine corporations -- Amazon, Google, Facebook, Tencent, Baidu, Alibaba, Microsoft, IBM and Apple--are the new gods of AI and are short-changing our futures to reap immediate financial gain. In this book, Amy Webb reveals the pervasive, invisible ways in which the foundations of AI -- the people working on the system, their motivations, the technology itself -- is broken. Within our lifetimes, AI will, by design, begin to behave unpredictably, thinking and acting in ways which defy human logic. The big nine corporations may be inadvertently building and enabling vast arrays of intelligent systems that don't share our motivations, desires, or hopes for the future of humanity. Much more than a passionate, human-centered call-to-arms, this book delivers a strategy for changing course, and provides a path for liberating us from algorithmic decision-makers and powerful corporations.

## Inventing the Future

# Postcapitalism and a World Without Work

Verso Books A major new manifesto for the end of capitalism Neoliberalism isn't working. Austerity is forcing millions into poverty and many more into precarious work, while the left remains trapped in stagnant political practices that offer no respite. Inventing the Future is a bold new manifesto for life after capitalism. Against the confused understanding of our high-tech world by both the right and the left, this book claims that the emancipatory and future-oriented possibilities of our society can be reclaimed. Instead of running from a complex future, Nick Srnicek and Alex Williams demand a postcapitalist economy capable of advancing standards, liberating humanity from work and developing technologies that expand our freedoms. This new edition includes a new chapter where they respond to their various critics.

## Seeing Around Corners

# How to Spot Inflection Points in Business Before They Happen

Houghton Mifflin The first prescriptive, innovative guide to seeing inflection points before they happen--and how to harness these disruptive influences to give your company a strategic advantage. Paradigmatic shifts in the business landscape, known as inflection points, can either create new, entrepreneurial opportunities (see Amazon and Netflix) or they can lead to devastating consequences (e.g., Blockbuster and Toys R Us). Only those leaders who can "see around corners"-that is, spot the disruptive inflection points developing before they hit-are poised to succeed in this market. Columbia Business School Professor and corporate consultant Rita McGrath contends that inflection points, though they may seem sudden, are not random. Every seemingly overnight shift is the final stage of a process that has been subtly building for some time. Armed with the right strategies and tools, smart businesses can see these inflection points coming and use them to gain a competitive advantage. Seeing Around Corners is the first hands-on guide to anticipating, understanding, and capitalizing on the inflection points shaping the marketplace.

## The Deviant's Advantage

## How Fringe Ideas Create Mass Markets

Random House **In The Deviant's Advantage**, Ryan Mathews and Watts Wacker demonstrate how ideas create increasingly profitable markets as they move from The Fringe, to the Edge, to the Realm of the Cool, to the Next Big Thing, to Social Convention. The book tracks the products and people haunting the fringes of sex, science, art, language, faith, war and marketing, branding and macro-economics. Tomorrow's commercial success is an obsession in the mind of today's deviant. Las Vegas is a perfect example: it morphed from a bus stop in the desert to a neon 'Sin City' and finally into a family vacation destination. In 1945 a handsome, murderous sociopath called Benny 'Bugsy' Siegel decided to build a luxury gambling oasis in the desert. At the time, Las Vegas was a crossroads in the middle of the desert. Siegel understood the emerging desire for escape in the American psyche - and out of nothing, created what became an enormous gambling haven. Las Vegas has now transformed itself into a gigantic family-oriented theme park, albeit one with slots and roulette wheels. It's become a holiday destination for the entire family, not just a place that fathers sneak off to. Las Vegas moved from the Fringe (Bugsy's original vision), to the Edge (the first hotel), to the Realm of the Cool (where everyone wanted to go), to the Next Big Thing (where everyone went), to Social Convention.

## Homo Deus

### A Brief History of Tomorrow

Random House **\*\*THE MILLION COPY BESTSELLER\*\*** Sapiens showed us where we came from. In uncertain times, **Homo Deus** shows us where we're going. 'Homo Deus will shock you. It will entertain you. It will make you think in ways you had not thought before' Daniel Kahneman, bestselling author of Thinking, Fast and Slow Yuval Noah Harari envisions a near future in which we face a new set of challenges. **Homo Deus** explores the projects, dreams and nightmares that will shape the twenty-first century and beyond - from overcoming death to creating artificial life. It asks the fundamental questions: how can we protect this fragile world from our own destructive power? And what does our future hold?

## The Precariat

### The New Dangerous Class

A&C Black This book presents the Precariat - an emerging class, comprising the rapidly growing number of people facing lives of insecurity, moving in and out of jobs that give little meaning to their lives. Guy Standing argues that this class is producing instabilities in society. Although it would be wrong to characterise members of the Precariat as victims, many are frustrated and angry. The Precariat is dangerous because it is internally divided, leading to the villainisation of migrants and other vulnerable groups. Lacking agency, its members may be susceptible to the siren calls of political extremism. To prevent a 'politics of inferno', Guy Standing argues for a 'politics of paradise', in which redistribution and income security are reconfigured in a new kind of Good Society, and in which the fears and aspirations of the Precariat are made central to a progressive strategy.

## From Poverty to Power

### How Active Citizens and Effective States Can Change the World

Oxfam Offers a look at the causes and effects of poverty and inequality, as well as the possible solutions. This title features research, human stories, statistics, and compelling arguments. It discusses about the world we live in and how we can make it a better place.

## New British Fascism

### Rise of the British National Party

Routledge **The British National Party (BNP) is the most successful far right party in British political history. Based on unprecedented access to the party and its members, this book examines the rise of the BNP and explains what drives some citizens to support far right politics. It is essential reading for all those with an interest in British politics, extremism, voting, race relations and community cohesion. The book helps us understand: how wider trends in society have created a favourable climate for the far right; how the far right has presented a 'modernised' ideology and image; how the movement is organized, and has evolved over time; who votes for the far right and why; why people join, become and remain actively involved in far right parties.**

# Radical Technologies

## The Design of Everyday Life

Verso Books **A field manual to the technologies that are transforming our lives** Everywhere we turn, a startling new device promises to transfigure our lives. But at what cost? In this urgent and revelatory excavation of our Information Age, leading technology thinker Adam Greenfield forces us to reconsider our relationship with the networked objects, services and spaces that define us. It is time to re-evaluate the Silicon Valley consensus determining the future. We already depend on the smartphone to navigate every aspect of our existence. We're told that innovations—from augmented-reality interfaces and virtual assistants to autonomous delivery drones and self-driving cars—will make life easier, more convenient and more productive. 3D printing promises unprecedented control over the form and distribution of matter, while the blockchain stands to revolutionize everything from the recording and exchange of value to the way we organize the mundane realities of the day to day. And, all the while, fiendishly complex algorithms are operating quietly in the background, reshaping the economy, transforming the fundamental terms of our politics and even redefining what it means to be human. Having successfully colonized everyday life, these radical technologies are now conditioning the choices available to us in the years to come. How do they work? What challenges do they present to us, as individuals and societies? Who benefits from their adoption? In answering these questions, Greenfield's timely guide clarifies the scale and nature of the crisis we now confront —and offers ways to reclaim our stake in the future.

## The Death of Expertise

Oxford University Press **People are now exposed to more information than ever before, provided both by technology and by increasing access to every level of education.** These societal gains, however, have also helped fuel a surge in narcissistic and misguided intellectual egalitarianism that has crippled informed debates on any number of issues. Today, everyone knows everything: with only a quick trip through WebMD or Wikipedia, average citizens believe themselves to be on an equal intellectual footing with doctors and diplomats. All voices, even the most ridiculous, demand to be taken with equal seriousness, and any claim to the contrary is dismissed as undemocratic elitism. As Tom Nichols shows in *The Death of Expertise*, this rejection of experts has occurred for many reasons, including the openness of the internet, the emergence of a customer satisfaction model in higher education, and the transformation of the news industry into a 24-hour entertainment machine. Paradoxically, the increasingly democratic dissemination of information, rather than producing an educated public, has instead created an army of ill-informed and angry citizens who denounce intellectual achievement. Nichols has deeper concerns than the current rejection of expertise and learning, noting that when ordinary citizens believe that no one knows more than anyone else, democratic institutions themselves are in danger of falling either to populism or to technocracy—or in the worst case, a combination of both. *The Death of Expertise* is not only an exploration of a dangerous phenomenon but also a warning about the stability and survival of modern democracy in the Information Age.

## Penal Populism

Routledge **Expertly drawing on international examples and existing literature, Penal Populism closes a gap in the field of criminology.** In this fascinating expose of current crime policy John Pratt examines the role played by penal populism on trends in contemporary penal policy. Penal populism is associated with the public's decline of deference to the criminal justice establishment amidst alarm that crime is out of control. Pratt argues that new media technology is helping to spread national insecurities and politicians are not only encouraging such sentiments but are also being led on by them. Pratt explains it is having most influence in the development of policy on sex offenders, youth crime, persistent criminals and anti-social behaviour. This topical resource also covers new dimensions of the phenomenon, including: the changing nature and structure of the mass media less reliance on the more orthodox expertise of civil servants and academics limitations to the impact of populism, bureaucratic resistance from judges, lawyers and academics and the restorative justice movement. This is essential reading for students, researchers and professionals working in criminology and crime policy.

## We the Media

## Grassroots Journalism By the People, For the People

"O'Reilly Media, Inc." **Not content to accept the news as reported, grassroots journalists are publishing in real time to a worldwide audience via the Internet.** The impact of their work is just beginning to be felt by professional journalists and the newsmakers they cover. Dan Gillmor tells the story of this phenomenon.

# Fahrenheit 451

## A Novel

Simon and Schuster **A totalitarian regime has ordered all books to be destroyed, but one of the book burners suddenly realizes their merit.**

# Issues and trends in education for sustainable development

UNESCO Publishing

## Debt

# The First 5,000 Years

Melville House Publishing **Economic history states that money replaced a bartering system, yet there isn't any evidence to support this axiom. Anthropologist Graeber presents a stunning reversal of this conventional wisdom. For more than 5000 years, humans have used elaborate credit systems to buy and sell goods. Since the beginning of the agrarian empires, humans have been divided into debtors and creditors. Through time, virtual credit money was replaced by gold and the system as a whole went into decline. This fascinating history is told for the first time.**

# Hate in the Homeland

# The New Global Far Right

Princeton University Press **A startling look at the unexpected places where violent hate groups recruit young people. Hate crimes. Misinformation and conspiracy theories. Foiled white-supremacist plots. The signs of growing far-right extremism are all around us, and communities across America and around the globe are struggling to understand how so many people are being radicalized and why they are increasingly attracted to violent movements. Hate in the Homeland shows how tomorrow's far-right nationalists are being recruited in surprising places, from college campuses and mixed martial arts gyms to clothing stores, online gaming chat rooms, and YouTube cooking channels. Instead of focusing on the how and why of far-right radicalization, Cynthia Miller-Idriss seeks answers in the physical and virtual spaces where hate is cultivated. Where does the far right do its recruiting? When do young people encounter extremist messaging in their everyday lives? Miller-Idriss shows how far-right groups are swelling their ranks and developing their cultural, intellectual, and financial capacities in a variety of mainstream settings. She demonstrates how young people on the margins of our communities are targeted in these settings, and how the path to radicalization is a nuanced process of moving in and out of far-right scenes throughout adolescence and adulthood. Hate in the Homeland is essential for understanding the tactics and underlying ideas of modern far-right extremism. This eye-opening book takes readers into the mainstream places and spaces where today's far right is engaging and ensnaring young people, and reveals innovative strategies we can use to combat extremist radicalization.**

# Physics on the Fringe

# Smoke Rings, Circlons, and Alternative Theories of Everything

Bloomsbury Publishing USA **For the past fifteen years, acclaimed science writer Margaret Wertheim has been collecting the works of "outsider physicists," many without formal training and all convinced that they have found true alternative theories of the universe. Jim Carter, the Einstein of outsiders, has developed his own complete theory of matter and energy and gravity that he demonstrates with experiments in his backyard, -with garbage cans and a disco fog machine he makes smoke rings to test his ideas about atoms. Captivated by the imaginative power of his theories and his resolutely DIY attitude, Wertheim has been following Carter's progress for the past decade. Centuries ago, natural philosophers puzzled out the laws of nature using the tools of observation and experimentation. Today, theoretical physics has become mathematically inscrutable, accessible only to an elite few. In rejecting this abstraction, outsider theorists insist that nature speaks a language we can all understand. Through a profoundly human profile of Jim Carter, Wertheim's exploration of the bizarre world of fringe physics challenges our conception of what science is, how it works, and who it is for.**

# The New Rules of Green Marketing

## Strategies, Tools, and Inspiration for Sustainable Branding

**Routledge** For too long, marketers of sustainable goods and services have targeted "deep green" consumers to promote their products - and they have little to show for their efforts. In this innovative book, Jacquelyn Ottman shows how the green market has moved beyond such niche marketing, and how marketers will find greater success promoting the inherent superior value of their offerings. Greener products are now available within every industry and are a part of our everyday lives. But they didn't get to be so ubiquitous just because they are better for the planet. Whether they were promoted as such or not, sales of green products have grown so fast because of the added value they provide: health, superior performance, good taste, cost-effectiveness, or simply convenience. This central emphasis on primary benefits - the new rules - is critical to winning over the mainstream consumer and to driving overall organizational growth. **The New Rules of Green Marketing** helps readers understand why value-based sustainability marketing has become a critical organizational capacity, and how readers can adopt this approach in their own organizations. Illustrated by examples from both international mainstream and the more niche "deep green" leaders who are showing everyone else the way, the book provides practical strategies, tools and inspiration for building every aspect of a credible value-based green marketing strategy, including: How to use a proactive approach to sustainability to spur innovation How to frame environment-related benefits with relevance to mainstream brands How to communicate with credibility and impact - and avoid "greenwashing" How to team up with stakeholders to maximize outreach to consumers How to use a life cycle orientation to ensure the integrity of one's offerings How to best take advantage of recent technological advances in social media Drawing on the latest data from leading researchers and reflecting on learnings from Ottman's corporate clients and other pioneers including GE, Nike, HSBC, Method, Starbucks, Timberland, HP, NatureWorks, Philips, Procter & Gamble, Stonyfield Farm and Wal-Mart, this book shows how market leaders are edging out the competition using effective value-first marketing strategies. This book captures the best of the author's previous groundbreaking books on green marketing and takes the content into the 21st century. Whereas earlier works focused on readers who were less familiar with green initiatives, this work squarely focuses on a new generation of marketers who likely themselves grew up with an appreciation of sustainability and who want and need to know how to connect effectively with mainstream consumers.

## 21st Century Technologies Promises and Perils of a Dynamic Future

### Promises and Perils of a Dynamic Future

**OECD Publishing** This book reviews the extraordinary promise of technological advances over the next twenty years or so, and assesses some of the key issues -- economic, social, environmental, ethical -- that decision-makers in government, business and society will face in the decades ahead.

### How to Future

## Leading and Sense-Making in an Age of Hyperchange

**Kogan Page** Adapt, embrace uncertainties and create more resilient business strategies by mastering the futuring mindset.

## The Long Tail

### Why the Future of Business Is Selling Less of More

**Hachette Books** What happens when the bottlenecks that stand between supply and demand in our culture go away and everything becomes available to everyone? "The Long Tail" is a powerful new force in our economy: the rise of the niche. As the cost of reaching consumers drops dramatically, our markets are shifting from a one-size-fits-all model of mass appeal to one of unlimited variety for unique tastes. From supermarket shelves to advertising agencies, the ability to offer vast choice is changing everything, and causing us to rethink where our markets lie and how to get to them. Unlimited selection is revealing truths about what consumers want and how they want to get it, from DVDs at Netflix to songs on iTunes to advertising on Google. However, this is not just a virtue of online marketplaces; it is an example of an entirely new economic model for business, one that is just beginning to show its power. After a century of obsessing over the few products at the head of the demand curve, the new economics of distribution allow us to

turn our focus to the many more products in the tail, which collectively can create a new market as big as the one we already know. The Long Tail is really about the economics of abundance. New efficiencies in distribution, manufacturing, and marketing are essentially resetting the definition of what's commercially viable across the board. If the 20th century was about hits, the 21st will be equally about niches.

## Sophie's World

**Hachette UK** The international bestseller about life, the universe and everything. When 14-year-old Sophie encounters a mysterious mentor who introduces her to philosophy, mysteries deepen in her own life. Why does she keep getting postcards addressed to another girl? Who is the other girl? And who, for that matter, is Sophie herself? To solve the riddle, she uses her new knowledge of philosophy, but the truth is far stranger than she could have imagined. A phenomenal worldwide bestseller, **SOPHIE'S WORLD** sets out to draw teenagers into the world of Socrates, Descartes, Spinoza, Hegel and all the great philosophers. A brilliantly original and fascinating story with many twists and turns, it raises profound questions about the meaning of life and the origin of the universe.

## Prosperity without Growth

## Foundations for the Economy of Tomorrow

**Routledge** What can prosperity possibly mean in a world of environmental and social limits? The publication of **Prosperity without Growth** was a landmark in the sustainability debate. Tim Jackson's piercing challenge to conventional economics openly questioned the most highly prized goal of politicians and economists alike: the continued pursuit of exponential economic growth. Its findings provoked controversy, inspired debate and led to a new wave of research building on its arguments and conclusions. This substantially revised and re-written edition updates those arguments and considerably expands upon them. Jackson demonstrates that building a 'post-growth' economy is a precise, definable and meaningful task. Starting from clear first principles, he sets out the dimensions of that task: the nature of enterprise; the quality of our working lives; the structure of investment; and the role of the money supply. He shows how the economy of tomorrow may be transformed in ways that protect employment, facilitate social investment, reduce inequality and deliver both ecological and financial stability. Seven years after it was first published, **Prosperity without Growth** is no longer a radical narrative whispered by a marginal fringe, but an essential vision of social progress in a post-crisis world. Fulfilling that vision is simply the most urgent task of our times.

## Convergence Culture

## Where Old and New Media Collide

**NYU Press** "What the future fortunes of [Gramsci's] writings will be, we cannot know. However, his permanence is already sufficiently sure, and justifies the historical study of his international reception. The present collection of studies is an indispensable foundation for this." —Eric Hobsbawm, from the preface Antonio Gramsci is a giant of Marxian thought and one of the world's greatest cultural critics. Antonio A. Santucci is perhaps the world's preeminent Gramsci scholar. Monthly Review Press is proud to publish, for the first time in English, Santucci's masterful intellectual biography of the great Sardinian scholar and revolutionary. Gramscian terms such as "civil society" and "hegemony" are much used in everyday political discourse. Santucci warns us, however, that these words have been appropriated by both radicals and conservatives for contemporary and often self-serving ends that often have nothing to do with Gramsci's purposes in developing them. Rather what we must do, and what Santucci illustrates time and again in his dissection of Gramsci's writings, is absorb Gramsci's methods. These can be summed up as the suspicion of "grand explanatory schemes," the unity of theory and practice, and a focus on the details of everyday life. With respect to the last of these, Joseph Buttigieg says in his *Nota*: "Gramsci did not set out to explain historical reality armed with some full-fledged concept, such as hegemony; rather, he examined the minutiae of concrete social, economic, cultural, and political relations as they are lived in by individuals in their specific historical circumstances and, gradually, he acquired an increasingly complex understanding of how hegemony operates in many diverse ways and under many aspects within the capillaries of society." The rigor of Santucci's examination of Gramsci's life and work matches that of the seminal thought of the master himself. Readers will be enlightened and inspired by every page.