
Acces PDF Leib Rebecca Marketing Particle Atomic Content

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KEY=LEIB - KOCH LOPEZ

Content - The Atomic Particle of Marketing

The Definitive Guide to Content Marketing Strategy

Kogan Page Publishers **Content, in all its forms, is the single most critical element of any marketing campaign. Finding a successful equilibrium between content marketing and content strategy is difficult, but essential. Content - The Atomic Particle of Marketing goes beyond superficial descriptions of how to produce engaging social media content to offer the results of many years of deep quantitative research, and hours of interviews with senior marketers at some of the world's leading brands. Written by a recognised industry thought-leader, Content - The Atomic Particle of Marketing explores how content functions in the broader framework of all marketing, as well as organizational concerns and IT decision making. It demonstrates the value content brings not only to "owned" media initiatives, such as a company website or blog, but also the essential role content plays in all other marketing initiatives, from social media to advertising to offline channels. It will enable readers to make the organizational, staffing, tools and process decisions**

necessary to get content up and running across divisions and organizational silos. Deeply researched and insightful, **Content - The Atomic Particle of Marketing** is, quite simply, the definitive research-based guide to content marketing.

Content Marketing

Think Like a Publisher - How to Use Content to Market Online and in Social Media

Que Publishing **Anyone with any kind of digital presence is a publisher. That includes web sites, but also businesses that blog, are present on social media sites such as Facebook, YouTube or Twitter, and even companies that publish and disseminate content digitally, such as white papers, e-books, podcasts, etc. The reason for this shift is clear: it's easier and cheaper than ever to have a digital presence - and to use your digital profile to market to your customers and prospects. Doing so reduces, and in some cases, eliminates, the need for advertising. Why buy media when you ARE the media? But as we all know, with great power comes great responsibility. What kind of content should you publish? In what forms, and on what platforms? How do you ensure that you'll keep having things to say, and how will you say them effectively, in a consistent "voice" unique to your organization? How will you know if your content strategy is working?**

Active Materials

Walter de Gruyter GmbH & Co KG **What are active materials? This book aims to introduce and redefine conceptions of matter by considering materials as entities that 'sense' and respond to their environment. By examining the modeling of, the experiments on, and the construction of these materials, and by developing a theory of their structure, their collective activity, and their functionality, this volume identifies and develops a novel scientific approach to active materials. Moreover, essays on the history and philosophy of metallurgy, chemistry, biology, and materials science provide these various approaches to active materials with a historical and cultural context. The interviews with experts from the natural sciences included in this volume develop new understandings of 'active matter' and active materials**

in relation to a range of research objects and from the perspective of different scientific disciplines, including biology, physics, chemistry, and materials science. These insights are complemented by contributions on the activity of matter and materials from the humanities and the design field. Discusses the mechanisms of active materials and their various conceptualizations in materials science. Redefines conceptions of active materials through interviews with experts from the natural sciences. Contextualizes, historicizes, and reflects on different notions of matter/materials and activity through contributions from the humanities. A highly interdisciplinary approach to a cutting-edge research topic, with contributions from both the sciences and the humanities.

Society and the Internet

How Networks of Information and Communication Are Changing Our Lives

Oxford University Press, USA This second edition of **Society and the Internet** provides key readings for students, scholars, and those interested in understanding the interactions of the Internet and society, introducing new and original contributions examining the escalating concerns around social media, disinformation, big data, and privacy. The chapters are grouped into five focused sections: **The Internet in Everyday Life; Digital Rights and Human Rights; Networked Ideas, Politics, and Governance; Networked Businesses, Industries, and Economics; and Technological and Regulatory Histories and Futures.** This book will be a valuable resource not only for students and researchers, but for anyone seeking a critical examination of the economic, social, and political factors shaping the Internet and its impact on society.

Integrity, Honesty, and Truth Seeking

Oxford University Press, USA Ask a child what qualities make for a good person, and she would likely say "telling the truth." Indeed, honesty is a character trait whose worth even children recognize, and a virtue crucial on both intimate and global scales, significant in everything from our relationships to our politicians' accountability. The past forty years

have witnessed a dramatic resurgence of philosophical interest in the virtues, understood as qualities that dispose one to think, feel, and act with excellence. And yet there has been surprisingly little work among philosophers aimed at helping us better understand the interwoven virtues of honesty, integrity, and truth-seeking. Edited by philosophers Christian B. Miller and Ryan West, this interdisciplinary volume significantly advances the discussion of this cluster of truth-related virtues by incorporating the insights and perspectives of experts in philosophy, law, communication and rhetorical studies, theology, psychology, history, and education. Each section is devoted to one virtue, and comprises a conceptual chapter about the nature of the virtue in question, an application chapter which explores how the virtue plays a central role in an area of human life, and a developmental chapter covering some of the ways people can foster this virtue in life. Additionally, the volume addresses honest and dishonest behavior, the fastest growing and most influential research areas in moral psychology today. Every reader will come away from this volume with deepened knowledge and appreciation for the essential role honesty takes in our world, and profound reason for developing and sustaining it in life.

The 'Jewish Question' in German Literature, 1749-1939 Emancipation and its Discontents

Clarendon Press **The Jewish Question in German Literature, 1749-1939** is an erudite and searching literary study of the uneasy position of the Jews in Germany and Austria from the first pleas for Jewish emancipation during the Enlightenment to the eve of the Holocaust. Trying to avoid hindsight, and drawing on a wide range of literary texts, Ritchie Robertson offers a close examination of attempts to construct a Jewish identity suitable for an increasingly secular world. He examines both literary portrayals of Jews by Gentile writers - whether antisemitic, friendly, or ambivalent - and efforts to reinvent Jewish identities by the Jews themselves, in response to antisemitism culminating in Zionism. No other study by a single author deals with German-Jewish relations so comprehensively and over such a long period of literary history. Robertson's new work will prove stimulating for anyone interested in the modern Jewish experience, as well as for scholars and students of German fiction, prose, and political culture.

The Truth About Search Engine Optimization

Que Publishing In this book, leading search optimization expert Rebecca Lieb brings together more than 50 absolutely crucial facts and insights decision-makers must know to drive more web traffic through better search engine placement. The Truth About Search Engine Optimization doesn't deliver abstract theory: it delivers quick, bite-size, just-the-facts information and plain-English explanations that executives, decision-makers, and even small business owners can actually use, no matter what kind of sites you're running, or what your goals are. You will learn how to set realistic goals for search optimization... attract qualified traffic, not just "any" site visitors... incorporate search engine optimization into both new sites and redesigns... write for users... implement search-friendly content management... avoid problems with rich content technologies such as Flash and AJAX... create metatags that actually work... use public relations, blogging, and other techniques to drive traffic... budget and manage search optimization projects... and much more. This book reveals 51 PROVEN SEARCH ENGINE OPTIMIZATION TECHNIQUES and bite-size, easy-to-use advice that gets results including The truth about page rankings The truth about best SEO practices and SEO no-no's The truth about link love, keywords, and tags

Fashionable Nonsense

Postmodern Intellectuals' Abuse of Science

Picador In 1996 physicist Alan Sokal published an essay in *Social Text*--an influential academic journal of cultural studies--touting the deep similarities between quantum gravitational theory and postmodern philosophy. Soon thereafter, the essay was revealed as a brilliant parody, a catalog of nonsense written in the cutting-edge but impenetrable lingo of postmodern theorists. The event sparked a furious debate in academic circles and made the headlines of newspapers in the U.S. and abroad. Now in *Fashionable Nonsense: Postmodern Intellectuals' Abuse of Science*, Sokal and his fellow physicist Jean Bricmont expand from where the hoax left off. In a delightfully witty and clear voice, the two thoughtfully and thoroughly dismantle the pseudo-scientific writings of some of the most fashionable French and American intellectuals. More generally, they challenge the widespread notion that scientific

theories are mere "narrations" or social constructions.

The Onlife Manifesto

Being Human in a Hyperconnected Era

Springer **What is the impact of information and communication technologies (ICTs) on the human condition? In order to address this question, in 2012 the European Commission organized a research project entitled The Onlife Initiative: concept reengineering for rethinking societal concerns in the digital transition. This volume collects the work of the Onlife Initiative. It explores how the development and widespread use of ICTs have a radical impact on the human condition. ICTs are not mere tools but rather social forces that are increasingly affecting our self-conception (who we are), our mutual interactions (how we socialise); our conception of reality (our metaphysics); and our interactions with reality (our agency). In each case, ICTs have a huge ethical, legal, and political significance, yet one with which we have begun to come to terms only recently. The impact exercised by ICTs is due to at least four major transformations: the blurring of the distinction between reality and virtuality; the blurring of the distinction between human, machine and nature; the reversal from information scarcity to information abundance; and the shift from the primacy of stand-alone things, properties, and binary relations, to the primacy of interactions, processes and networks. Such transformations are testing the foundations of our conceptual frameworks. Our current conceptual toolbox is no longer fitted to address new ICT-related challenges. This is not only a problem in itself. It is also a risk, because the lack of a clear understanding of our present time may easily lead to negative projections about the future. The goal of The Manifesto, and of the whole book that contextualises, is therefore that of contributing to the update of our philosophy. It is a constructive goal. The book is meant to be a positive contribution to rethinking the philosophy on which policies are built in a hyperconnected world, so that we may have a better chance of understanding our ICT-related problems and solving them satisfactorily. The Manifesto launches an open debate on the impacts of ICTs on public spaces, politics and societal expectations toward policymaking in the Digital Agenda for Europe's remit. More broadly, it helps start a reflection on the way in which a hyperconnected world calls for rethinking the referential frameworks on which policies are built.**

The Oxford Handbook of Music and Medievalism

Oxford University Press, USA **The Oxford Handbook of Music and Medievalism provides a snapshot of the diverse ways in which medievalism--the retrospective immersion in the images, sounds, narratives, and ideologies of the European Middle Ages--powerfully transforms many of the varied musical traditions of the last two centuries. Thirty-three chapters from an international group of scholars explore topics ranging from the representation of the Middle Ages in nineteenth-century opera to medievalism in contemporary video game music, thereby connecting disparate musical forms across typical musicological boundaries of chronology and geography. While some chapters focus on key medievalist works such as Orff's Carmina Burana or Peter Jackson's Lord of the Rings films, others explore medievalism in the oeuvre of a single composer (e.g. Richard Wagner or Arvo Pärt) or musical group (e.g. Led Zeppelin). The topics of the individual chapters include both well-known works such as John Boorman's film Excalibur and also less familiar examples such as Eduard Lalo's Le Roi d'Ys. The authors of the chapters approach their material from a wide array of disciplinary perspectives, including historical musicology, popular music studies, music theory, and film studies, examining the intersections of medievalism with nationalism, romanticism, ideology, nature, feminism, or spiritualism. Taken together, the contents of the Handbook develop new critical insights that venture outside traditional methodological constraints and provide a capstone and point of departure for future scholarship on music and medievalism.**

Bioreaction Engineering Principles

Second Edition

Springer **This is the second edition of the text "Bioreaction Engineering Principles" by Jens Nielsen and John Villadsen, originally published in 1994 by Plenum Press (now part of Kluwer). Time runs fast in Biotechnology, and when Kluwer Plenum stopped reprinting the first edition and asked us to make a second, revised edition we happily accepted. A text on bioreactions written in the early 1990's will not reflect the enormous development of experimental as well as theoretical aspects of cellular reactions during the past decade. In the preface to the first edition we admitted to be**

newcomers in the field. One of us (JV) has had 10 more years of job training in biotechnology, and the younger author (IN) has now received international recognition for his work with the hottest topics of "modern" biotechnology. Furthermore we are happy to have induced Gunnar Liden, professor of chemical reaction engineering at our sister university in Lund, Sweden to join us as co-author of the second edition. His contribution, especially on the chemical engineering aspects of "real" bioreactors has been of the greatest value. Chapter 8 of the present edition is largely unchanged from the first edition. We wish to thank professor Martin Hjortso from LSU for his substantial help with this chapter.

The Invention of the Land of Israel

From Holy Land to Homeland

Verso Books **What is a homeland and when does it become a national territory? Why have so many people been willing to die for such places throughout the twentieth century? What is the essence of the Promised Land? Following the acclaimed and controversial *The Invention of the Jewish People*, Shlomo Sand examines the mysterious sacred land that has become the site of the longest-running national struggle of the twentieth and twenty-first centuries. *The Invention of the Land of Israel* deconstructs the age-old legends surrounding the Holy Land and the prejudices that continue to suffocate it. Sand's account dissects the concept of "historical right" and tracks the creation of the modern concept of the "Land of Israel" by nineteenth-century Evangelical Protestants and Jewish Zionists. This invention, he argues, not only facilitated the colonization of the Middle East and the establishment of the State of Israel; it is also threatening the existence of the Jewish state today.**

The Oxford Handbook of Levinas

Oxford University Press **Emmanuel Levinas (1906-1995) emerged as an influential philosophical voice in the final decades of the twentieth century, and his reputation has continued to flourish and increase in our own day. His central themes--the primacy of the ethical and the core of ethics as our responsibility to and for others--speak to readers from a host of disciplines and perspectives. However, his writings and thought are challenging and difficult. The Oxford Handbook**

of Levinas contains essays that aim to clarify and engage Levinas and his writings in a number of ways. Some focus on central themes of his work, others on the ways in which he read and was influenced by figures from Plato, Hobbes, Descartes, and Kant to Blanchot, Husserl, Heidegger, and Derrida. And there are essays on how his thinking has been appropriated in moral and political thought, psychology, film criticism, and more, and on the relation between his thinking and religious themes and traditions. Finally, several essays deal primarily with how readers have criticized him and found him wanting. The volume exposes and explores both the depth of Levinas's philosophical work and the range of applications to which it has been put, with special attention to clarifying why his interests in the human condition, the crisis of civilization, the centrality and character of ethics and morality, and the very meaning of human experience should be of interest to the widest range of readers.

Visibility in Social Theory and Social Research

Palgrave Macmillan **What is social visibility? How does it affect people and public issues? How are visibility regimes created, organized and contested? Tackling both social theory and social research, the book is an exploration into how intervisibilities produce crucial sociotechnical and biopolitical effects.**

Newton and Newtonianism

New Studies

Springer Science & Business Media **Newton's theology, his study of alchemy, the early reception of Newtonianism, & the history of Newtonian scholarship are topics included in the eleven essays that comprise this volume.**

The Content Marketing Handbook

How to Double the Results of Your Marketing Campaigns

Entrepreneur Press **The Content Marketing Handbook** helps entrepreneurs, marketers, and small business owners understand the true role of content within integrated multichannel marketing campaigns, avoid wasting time and money by giving away content with no ROI, and instead skillfully create content that builds trust, stimulate interest, and ultimately get more orders for what they are selling. Readers will learn how to: Create A-level content that gets noticed, gets read, and eliminates “content pollution” Overcome the biggest weakness of content marketing Double marketing response rates by adding lead magnets, bonus reports, and other free content offers Use content to build brands, enhance reputations, and stand out from the competition Plan, execute and measure content marketing in a multichannel environment Know when to stop giving away content and start asking for the orders

The New Advertising [2 Volumes]

Branding, Content, and Consumer Relationships in the Data-Driven Social Media Era

Greenwood The era of "big data" has revolutionized many industries—including advertising. This is a valuable resource that supplies current, authoritative, and inspiring information about—and examples of—current and forward-looking theories and practices in advertising. * Provides easy-to-read, accessible insights from both academic and industry experts that create frameworks for thinking about how to effectively connect with consumers today * Examines how modern advertising works within our digitally focused, always-on-the-go society Enables readers to understand how advertising and marketing has progressed to reach its current state as well as the many options available for connecting with and engaging consumers today and tomorrow * Includes chapters written by luminaries ranging from Don E. Schultz, considered by most to be the father of integrated marketing communications, to Rishad Tobaccowala, chief strategist of Publicis Group and member of its Directoire+, one of the industry's leading visionaries

Keys to Play

Music as a Ludic Medium from Apollo to Nintendo

Univ of California Press A free ebook version of this title is available through Luminos, University of California Press's Open Access publishing program for monographs. Visit www.luminosoa.org to learn more. How do keyboards make music playable? Drawing on theories of media, systems, and cultural techniques, *Keys to Play* spans Greek myth and contemporary Japanese digital games to chart a genealogy of musical play and its animation via improvisation, performance, and recreation. As a paradigmatic digital interface, the keyboard forms a field of play on which the book's diverse objects of inquiry—from clavichords to PCs and eighteenth-century musical dice games to the latest rhythm-action titles—enter into analogical relations. Remapping the keyboard's topography by way of Mozart and Super Mario, who head an expansive cast of historical and virtual actors, *Keys to Play* invites readers to unlock ludic dimensions of music that are at once old and new.

The Invention of the Jewish People

Verso Books A historical tour de force that demolishes the myths and taboos that have surrounded Jewish and Israeli history, *The Invention of the Jewish People* offers a new account of both that demands to be read and reckoned with. Was there really a forced exile in the first century, at the hands of the Romans? Should we regard the Jewish people, throughout two millennia, as both a distinct ethnic group and a putative nation—returned at last to its Biblical homeland? Shlomo Sand argues that most Jews actually descend from converts, whose native lands were scattered far across the Middle East and Eastern Europe. The formation of a Jewish people and then a Jewish nation out of these disparate groups could only take place under the sway of a new historiography, developing in response to the rise of nationalism throughout Europe. Beneath the biblical backfill of the nineteenth-century historians, and the twentieth-century intellectuals who replaced rabbis as the architects of Jewish identity, *The Invention of the Jewish People* uncovers a new narrative of Israel's formation, and proposes a bold analysis of nationalism that accounts for the old myths. After a long stay on Israel's bestseller list, and winning the coveted Aujourd'hui Award in France, *The Invention*

of the Jewish People is finally available in English. The central importance of the conflict in the Middle East ensures that Sand's arguments will reverberate well beyond the historians and politicians that he takes to task. Without an adequate understanding of Israel's past, capable of superseding today's opposing views, diplomatic solutions are likely to remain elusive. In this iconoclastic work of history, Shlomo Sand provides the intellectual foundations for a new vision of Israel's future.

Writing Culture

The Poetics and Politics of Ethnography : a School of American Research Advanced Seminar

Univ of California Press "Humanists and social scientists alike will profit from reflection on the efforts of the contributors to reimagine anthropology in terms, not only of methodology, but also of politics, ethics, and historical relevance. Every discipline in the human and social sciences could use such a book."--Hayden White, author of Metahistory

Content Machine

Use Content Marketing to Build a 7-Figure Business With Zero Advertising

Content Machine outlines a strategy for using content marketing to build a 7-figure business with zero advertising. Whether you are a blogger, content marketer, entrepreneur or marketing manager, Content Machine will help you see the return you deserve from your content marketing efforts.

Science and the University

Univ of Wisconsin Press **Science and the University** investigates the tremendous changes that have taken place in university research over the past several decades, gauging the current state of research in higher education and examining issues and challenges crucial to its future. Scientific research increasingly dominates the aims and agendas of many American universities, and this proliferation—and changes in the way research is conducted—has given rise to important questions about the interrelations of higher education, funding for scientific research, and government policy. The cost of doing science, the commercialization of university research, the changing composition and number of Ph.D. students, the effect of scientific research on other university programs—these are just a few of the many issues explored in this volume from the vantage points of scholars in such diverse fields as economics, biochemistry, genetics, and labor studies.

Finite Versus Infinite

Contributions to an Eternal Dilemma

Springer **The finite-infinite interplay is central in the human thinking, from ancient philosophers and mathematicians (Zenon, Pythagoras), to modern mathematics (Cantor, Hilbert) and computer science (Turing, Goedel). Recent developments in mathematics and computer science suggest radically new answers to classical questions such as: Does infinity exist? Where does infinity come from? How can we reconcile the finiteness of the human brain with the infinity of ideas it produces? Well-known authors from around the world, many of them architects of the mathematics and computer science for the new century, contribute to the volume. While mathematical in spirit, contributions have many connections with computer science, cognitive science, linguistics, philosophy, physics, biology and semiotics.**

Paid, Owned, Earned

Maximising Marketing Returns in a Socially Connected World

Kogan Page Publishers **The complexity of media that now sees multiple channels accessed through multiple devices has created major challenges for today's marketing and advertising professionals. Consumer time is split between TVs, laptops, iPads, X-Boxes and smartphones, with traditional media, websites, videos, social networks and apps all competing for attention, meaning it's difficult for brands to decide how best to reach and engage their audiences. Paid, Owned, Earned defines the constituents of each area of 'paid', 'owned' and 'earned' media and shows how they are linked together. It proposes a blueprint for how to think and navigate across this space using a framework made up of key elements such as communities and content, social media optimisation, seeding and viral distribution, broadcast mass media, social performance media and measurement.**

Digital Whoness

Identity, Privacy and Freedom in the Cyberworld

Walter de Gruyter **The first aim is to provide well-articulated concepts by thinking through elementary phenomena of today's world, focusing on privacy and the digital, to clarify who we are in the cyberworld – hence a phenomenology of digital whoness. The second aim is to engage critically, hermeneutically with older and current literature on privacy, including in today's emerging cyberworld. Phenomenological results include concepts of i) self-identity through interplay with the world, ii) personal privacy in contradistinction to the privacy of private property, iii) the cyberworld as an artificial, digital dimension in order to discuss iv) what freedom in the cyberworld can mean, whilst not neglecting v) intercultural aspects and vi) the EU context.**

The Oxford Handbook of the Protestant Reformations

Oxford University Press **This Handbook takes a broad overview of the Protestant Reformations, seeing them as movements which stretched far beyond their European beginnings. Written by a team of international scholars of history and theology, the contributions offer up-to-date perspectives on Reformation ideas and the lasting historical impact of Protestantism.**

Instigations

Createspace Independent Pub **The time when the intellectual affairs of America could be conducted on a monolingual basis is over. It has been irksome for long. The intellectual life of London is dependent on people who understand the French language about as well as their own. America's part in contemporary culture is based chiefly upon two men familiar with Paris: Whistler and Henry James. It is something in the nature of a national disgrace that a New Zealand paper, "The Triad," should be more alert to, and have better regular criticism of, contemporary French publications than any American periodical has yet had. I had wished to give but a brief anthology of French poems, interposing no comment of my own between author and reader; confining my criticism to selection. But that plan was not feasible. I was indebted to MM. Davray and Valette for cordial semi-permissions to quote the "Mercure" publications.**

Cyberfeminism

Connectivity, Critique and Creativity

Spinifex Press **An international anthology by feminists working in the field of electronic publishing, electronic activism, electronic data delivery, multimedia production, virtual reality creation, developing programs or products electronically, as well as those developing critiques of electronic culture. This collection explores what the possibilities are for feminists and for feminism. It also grapples with the pitfalls of the medium. The book, however, does not assume that the technology in itself is negative, but rather how it is used is open to critique. This leaves open the possibility of feminists having an impact on the way the technologies develop. The book includes connecting HTML**

with poetry, developing resources for Women's Studies and libraries, on-line, CD-ROM and VRML developments. The book has markets across trade and educational sectors and could be used at secondary and tertiary levels.

Transrational Resonances

Echoes to the Many Peaces

Springer This book comprehensively gathers the current academic literature, field expertise and artistic developments on Wolfgang Dietrich's Many Peaces theory, in the ways it has been conceptualized and practiced by peace and conflict workers around the world. Both scholars and practitioners challenge and creatively explore the field of transrational peace philosophy, contributing their insights on elicitive methods and conflict mapping. The book is further enriched by artistic perspectives on integrative approaches to theatre for living and intercultural soundscapes. The articles collected here respond with innovative strength and vigor to the worldwide need for further research on peace and for practical approaches to conflict transformation. This book therefore equally appeals to scholars, peacebuilders and practitioners as well as artists engaged in conflict transformation.

Environmental Protection and Transitions from Conflict to Peace

Clarifying Norms, Principles, and Practices

Oxford University Press This is an open access title available under the terms of a CC BY-NC-ND 4.0 International licence. It is free to read at Oxford Scholarship Online and offered as a free PDF download from OUP and selected open access locations. Environmental protection is fundamental for the establishment of sustainable peace. Applying traditional legal approaches to protection raises particular challenges during the transition from conflict to peace. In the jus post bellum context, protection of the environment and natural resources needs to be considered in tandem with a broad

range of simultaneously applicable normative frameworks, such as human rights, transitional justice, arms control/disarmament, UN law and practice, development, and domestic law. While certain multilateral environment agreements, such as the Convention Concerning the Protection of the World Cultural and Natural Heritage protect the environment; international humanitarian law and international criminal law continue to treat environmental protection largely from an anthropocentric perspective. This book is the first targeted work in the legal literature that investigates environmental challenges in the aftermath of conflict. Addressing these challenges, it brings together academics, policy-makers, and practitioners from different disciplines to clarify policies and practices of environmental protection and key normative frameworks. It draws on experiences and practices in post-conflict settings to specify substantive principles and techniques to remedy and prevent harm.

Culture - Theory - Disability

Encounters between Disability Studies and Cultural Studies

transcript Verlag **Which theoretical and methodological approaches of contemporary cultural criticism resonate within the field of disability studies? What can cultural studies gain by incorporating disability more fully into its toolbox for critical analysis? Culture - Theory - Disability features contributions by leading international cultural disability studies scholars which are complemented with a diverse range of responses from across the humanities spectrum. This essential volume encourages the problematization of disability in connection with critical theories of literary and cultural representation, aesthetics, politics, science and technology, sociology, and philosophy. It includes essays by Lennard J. Davis, Rosemarie Garland-Thomson, Dan Goodley, Robert McRuer and Margrit Shildrick.**

Human Subjects Research after the Holocaust

Springer **"An engaging, compelling and disturbing confrontation with evil ...a book that will be transformative in its call for individual and collective moral responsibility." - Michael A. Grodin, M.D., Professor and Director, Project on**

Medicine and the Holocaust, Elie Wiesel Center for Judaic Studies, Boston University Human Subjects Research after the Holocaust challenges you to confront the misguided medical ethics of the Third Reich personally, and to apply the lessons learned to contemporary human subjects research. While it is comforting to believe that Nazi physicians, nurses, and bioscientists were either incompetent, mad, or few in number, they were, in fact, the best in the world at the time, and the vast majority participated in the government program of “applied biology.” They were not coerced to behave as they did—they enthusiastically exploited widely accepted eugenic theories to design horrendous medical experiments, gas chambers and euthanasia programs, which ultimately led to mass murder in the concentration camps. Americans provided financial support for their research, modeled their medical education and research after the Germans, and continued to perform unethical human subjects research even after the Nuremberg Doctors’ Trial. The German Medical Association apologized in 2012 for the behavior of its physicians during the Third Reich. By examining the medical crimes of human subjects researchers during the Third Reich, you will naturally examine your own behavior and that of your colleagues, and perhaps ask yourself “If the best physicians and bioscientists of the early 20th century could do evil while believing they were doing good, can I be certain that I will never do the same?”

The Content Code

Six Essential Strategies for Igniting Your Content, Your Marketing, and Your Business

Mark W. Schaefer **“Exploring the six factors that will help you break through the overwhelming wall of information density to win at marketing now ... beyond content, beyond social media, beyond web traffic and Search Engine Optimization. The Content Code starts where your current marketing plan ends, and provides the launch code for next-level success. The book dives deeply into the true value of social media marketing and the steps companies need to enable to achieve measurable results. A pioneering book that explores the psychology of sharing, it is also highly practical, offering hundreds of ideas that can be used by organizations of any size and any budget. Book highlights include in-depth explorations on the connection between brand and content transmission, a focus on audiences that will move content, practical steps to build shareability into all your content, and the new role of promotion,**

distribution and SEO in a very competitive, digital world"--Publisher's description.

Beyond Language Boundaries

Multimodal Use in Multilingual Contexts

Walter de Gruyter GmbH & Co KG **The way speakers in multilingual contexts develop own varieties in their interactions sheds light on code switching and multimodal dynamic co-constructions of grammar in use. This volume explores the intersection of multimodality and language use of multilingual speakers. Firstly, theoretical frames are discussed and empirical studies involving Catalan, German and Spanish as L1, L2 or FL are presented interconnecting verbal and gestural modalities into grammar description or exploring actions as sources for gestures, which may nonverbally represent the argument in German dynamic motion verbs. Other chapters focus on positionings in interviews, lexical access searches or proxemics in greetings and farewells. The contributions secondly focus on verbal features of language use in multilingual contexts related to self-representation and co-construction of identity through code-switching, deixis or argumentative reasoning in different communicative events based on multilingual data of languages including Croatian, English, Italian, Brazilian-Portuguese and Polish. The findings call for a reviewed conception of grammar description with implications also for the conceptualization of deixis, for L2/foreign language acquisition and language teaching policies.**

Jus Post Bellum

Oxford University Press **Jus post bellum is the body of international legal norms and rules of international law that applies to a post-conflict situation as it moves to a status of peace. This book provides a detailed legal analysis of all aspects of jus post bellum, and uses case studies to show its relevance to the reality of situations on the ground.**

Shtetl Routes

Travels Through the Forgotten Continent

Writing the Holocaust

Identity, Testimony, Representation

OUP Oxford **Arguing against the prevailing view that Holocaust survivors (encouraged by a new and flourishing culture of 'witnessing') have come forward only recently to tell their stories, Writing the Holocaust examines the full history of Holocaust testimony, from the first chroniclers confined to Nazi-enforced ghettos to today's survivors writing as part of collective memory. Zoë Waxman shows how the conditions and motivations for bearing witness changed immeasurably. She reveals the multiplicity of Holocaust experiences, the historically contingent nature of victims' responses, and the extent to which their identities - secular or religious, male or female, East or West European - affected not only what they observed but also how they have written about their experiences. In particular, she demonstrates that what survivors remember is substantially determined by the context in which they are remembering.**

The Routledge Handbook of Embodied Cognition

Routledge **Embodied cognition is one of the foremost areas of study and research in philosophy of mind, philosophy of psychology and cognitive science. The Routledge Handbook of Embodied Cognition is an outstanding guide and reference source to the key topics and debates in this exciting subject and essential reading for any student and scholar of philosophy of mind and cognitive science. Comprising over thirty chapters by a team of international contributors, the Handbook is divided into six parts: Historical underpinnings Perspectives on embodied cognition Applied embodied cognition: perception, language, and reasoning Applied embodied cognition: social and moral**

cognition and emotion Applied embodied cognition: memory, attention, and group cognition Meta-topics. The early chapters of the Handbook cover empirical and philosophical foundations of embodied cognition, focusing on Gibsonian and phenomenological approaches. Subsequent chapters cover additional, important themes common to work in embodied cognition, including embedded, extended and enactive cognition as well as chapters on empirical research in perception, language, reasoning, social and moral cognition, emotion, consciousness, memory, and learning and development.

Warning Miracle

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Aesthetics of Religion

A Connective Concept

Walter de Gruyter GmbH & Co KG **This volume is the first English language presentation of the innovative approaches developed in the aesthetics of religion. The chapters present diverse material and detailed analysis on descriptive, methodological and theoretical concepts that together explore the potential of an aesthetic approach for investigating religion as a sensory and mediated practice. In dialogue with, yet different from, other major movements in the field (material culture, anthropology of the senses, for instance), it is the specific intent of this approach to create a framework for understanding the interplay between sensory, cognitive and socio-cultural aspects of world-construction. The volume demonstrates that aesthetics, as a theory of sensory knowledge, offers an elaborate repertoire of concepts that can help to understand religious traditions. These approaches take into account contemporary developments in scientific theories of perception, neuro-aesthetics and cultural studies, highlighting the socio-cultural and political context informing how humans perceive themselves and the world around them. Developing since the 1990s, the aesthetic approach has responded to debates in the study of religion, in particular striving to overcome biased categories that confined religion either to texts and abstract beliefs, or to an indisputable sui generis mode of experience. This volume documents what has been achieved to date, its significance for the study of religion**

and for interdisciplinary scholarship.