

## Networks A Very Short Introduction Very Short Introductions

Organization happens in the act of working with others to accomplish a desired future state. It can happen through intentionally designed activity, spontaneous improvisation, or some combination of the two, but it always requires coordinated effort. This Very Short Introduction provides a lively and thought provoking introduction to the topic. Generally referring to all forms of social coordination and patterns of rule, the term 'governance' is used in many different contexts. In this Very Short Introduction, Mark Bevir explores the main theories of governance and considers their impact on ideas of governance in the corporate, public, and global arenas.

Peter Singer identifies the central vision that unifies Marx's thought, enabling us to grasp Marx's views as a whole. He explains alienation, historical materialism, the economic theory of Capital, and Marx's idea of communism, in plain English, and concludes with an assessment of Marx's legacy.

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.

'Borders' offers insights into the form and function of historical and contemporary political and social boundaries. The authors show how and why borders will undoubtedly remain controversial topics and at the forefront of global headlines for years to come.

Mathematics is playing an increasingly important role in society and the sciences, enhancing our ability to use models and handle data. While pure mathematics is mostly interested in abstract structures, applied mathematics sits at the interface between this abstract world and the world in which we live. This area of mathematics takes its nourishment from society and science and, in turn, provides a unified way to understand problems arising in diverse fields. This Very Short Introduction presents a compact yet comprehensive view of the field of applied mathematics, and explores its relationships with (pure) mathematics, science, and engineering. Explaining the nature of applied mathematics, Alain Goriely discusses its early achievements in physics and engineering, and its development as a separate field after World War II. Using historical examples, current applications, and challenges, Goriely illustrates the particular role that mathematics plays in the modern sciences today and its far-reaching potential.

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.

Most of us recognize that organizations are everywhere. You meet them on every street corner in the form of families and shops, study in them, work for them, buy from them, pay taxes to them. But have you given much thought to where they came from, what they are today, and what they might become in the future? How and why do they have so much influence over us, and what influences them? How do they contribute to and

detract from the meaningfulness of lives, and how might we improve them so they better serve our needs and desires? This Very Short Introduction addresses all of these questions and considers many more. Mary Jo Hatch introduces the concept of organizations by presenting definitions and ideas drawn from a variety of subject areas including the physical sciences, economics, sociology, psychology, anthropology, literature, and the visual and performing arts. Drawing on examples from prehistory and everyday life, from the animal kingdom as well as from business, government, and other formal organizations, Hatch provides a lively and thought provoking introduction to the process of organization. ABOUT THE SERIES: The Very Short Introduction 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.

Since long before computers were even thought of, data has been collected and organized by diverse cultures across the world. Once access to the Internet became a reality for large swathes of the world's population, the amount of data generated each day became huge, and continues to grow exponentially. It includes all our uploaded documents, video, and photos, all our social media traffic, our online shopping, even the GPS data from our cars. "Big Data" represents a qualitative change, not simply a quantitative one. The term refers both to the new technologies involved, and to the way it can be used by business and government. Dawn E. Holmes uses a variety of case studies to explain how data is stored, analyzed, and exploited by a variety of bodies from big companies to organizations concerned with disease control. Big data is transforming the way businesses operate, and the way medical research can be carried out. At the same time, it raises important ethical issues; Holmes discusses cases such as the Snowden affair, data security, and domestic smart devices which can be hijacked by hackers. ABOUT THE SERIES: The Very Short Introduction 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.

Discusses the basic components of computers; how increasingly miniature parts have led to products, applications, and networks that solve problems; the issues that increased connectivity has produced; and some of the emerging technologies in the field.

Photographs are an integral part of our daily lives - from snapshots and tabloid newspapers to art photography in galleries and exhibitions. Edwards combines a sense of the historical development of photography with an insightful analysis of its purpose and meaning within a wider cultural context.

An essential discussion of the popular science and mathematics behind fractals reveals how fractal shapes can be found everywhere in nature from clouds to coastlines, explaining how basic concepts in fractal geometry produced a revolution in mathematical understandings of patterns in the 20th century. Original.

In this new edition of the Very Short Introduction to Geopolitics, Klaus Dodds uses a wide range of real-life examples, from the past and present, to demonstrate not only the importance of the links between political power, geography, and cultural diversity, but

also how our geopolitical outlook moulds our understanding of the world

An introduction to Pentecostalism that traces the religious movement's history throughout the twentieth century, discussing its origins, spread across the world, theological aspects, sociological influences, and other related topics.

In a modern democratic nation, everyday life is shaped by the decisions of those who manage and administer public policies. This Very Short Introduction provides a practical insight into the development and delivery of the decisions that shape how individuals, and society as a whole, live and interact.

Aesthetics is a branch of philosophy that explores the nature of art, beauty, and taste. It doesn't just consider traditional artistic experiences such as artworks in a museum or an opera performance, but also everyday experiences such as autumn leaves in the park, or even just the light of the setting sun falling on the kitchen table. It is also about your experience when you choose the shirt you're going to wear today or when you wonder whether you should put more pepper in the soup. Aesthetics is everywhere. It is one of the most important aspects of our life. In this Very Short Introduction Bence Nanay introduces the field of aesthetics, considering both Western and non-Western aesthetic traditions, and exploring why it is sometimes misunderstood or considered to be too elitist - by artists, musicians, and even philosophers. As Nanay shows, so-called 'high art' has no more claims on aesthetics than sitcoms, tattoos, or punk rock. In fact, the scope of aesthetics extends far wider than that of art, high or low, including much of what we care about in life. It is not the job of aesthetics to tell you which artworks are good and which ones are bad. It is not the job of aesthetics to tell you what experiences are worth having. If an experience is worth having for you, it thereby becomes the subject of aesthetics. This realisation is important, because thinking about aesthetics in this inclusive way opens up new ways of understanding old questions about the social aspect of our aesthetic engagements, and the importance of aesthetic values for our own self. 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.

Networks: A Very Short Introduction Oxford University Press

In this 'Very Short Introduction' Robert Jones discusses the rising omnipresence of brands, and analyses how they work their magic. He considers the incredible potency of brands as a commercial, social, and cultural force, and looks at the many different kinds of brands that exist - from products, services, and artistic properties, to companies, charities, sports clubs, and political parties. Defining what we mean by the word 'brand', he explores both the positive and negative aspects of brands. Finally Jones considers the business of branding, and asks whether the idea of brands and branding is starting to decline, or whether it has a long future ahead.

'Globalization' is one of the defining buzzwords of our time - a term describing a variety of accelerating economic, political, and cultural processes that are changing our experience of the world. Fully updated for 2009, this Very Short Introduction provides an accessible exploration of both the causes and effects of the phenomenon.

Economics has the capacity to offer us deep insights into some of the most formidable problems of life, and offer solutions to them too. Combining a global approach with



into an international debate that is all too often poorly informed and one-sided. This Very Short Introduction looks at the phenomenon of international human migration - both legal and illegal - and offers an objective stance on the topic, and its benefits and challenges. Khalid Koser reveals the opportunities migration presents that must be taken advantage of in the current economic climate, and debunks common myths to demonstrate that society, as we now know it, cannot function without migrants. Using interviews with migrants from around the world, Koser presents the human side of issues such as asylum, human trafficking, migrant smuggling, and the international labour force, inviting readers to come to their own conclusions on the international migration situation 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.

Networks are involved in many aspects of everyday life, from food webs in ecology and the spread of pandemics to social networking and public transport. This Very Short Introduction explores the basics of network theory to understand the science of complexity and its importance, using examples from nature, technology, and society, and history.

In 1893 a Swiss neuroscientist called Theodore Flournoy conducted an interview with an individual known only as "Madame L", during which Madame L described the personalities of numbers, from 6, an orphaned young man, very well brought up and polite, to 9, the selfish and maniacal husband of Madame 8, to the extravagant and self-centred 5. For Madame L it was impossible to contemplate the numbers without feeling their attendant personalities. This is one of the first records we have of synaesthesia, often described as a rare neurological condition that gives rise to a type of "merging of the senses". For those who experience it - synaesthetes - one sense appears to cross with another. Some people experience the sensation of different flavours when they hear certain words, while others see vivid colours on reading words. In the varying forms of synaesthesia letters, numbers, words, sounds, colours, or textures can merge together, resulting in sensations of colourful chords, chicken that feels pointy when eaten, and beef that tastes dark blue. In this Very Short Introduction Julia Simner introduces the many different ways synaesthesia presents itself. Discussing the scientific tests we have developed for distinguishing true synaesthetes (who may not even be aware that their sensations are unusual), Simner considers how we can measure the effects synaesthesia has on the everyday lives of people living with it. Exploring the fascinating stories of different individuals' experiences of the world through the many forms of synaesthesia, she discusses the increasingly documented links between synaesthesia and artistic creativity and lateral thinking, and also the potential limitations synaesthesia might impose. Delving into the neuroscience behind synaesthesia, Simner also relates contemporary attempts at understanding both the genetic causes of synaesthesia, and how synesthetic sensations occur in the brain. 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 is a non-technical introduction to the main issues and findings in current brain research. It gives a sense of how neuroscience addresses questions about the relationship between the brain, and thought, memories, perceptions, and actions. Covering the details of brain science in an accessible style, it includes up to date coverage of developments of brain research, and





Adolescence can be a turbulent period. Encompassing both classic and modern research, Smith explores its cultural and historical context, the biological changes to the adolescent brain, and the difficulties - the search for identity, relationship changes, risk-taking and anti-social behaviours - that adolescence brings.

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