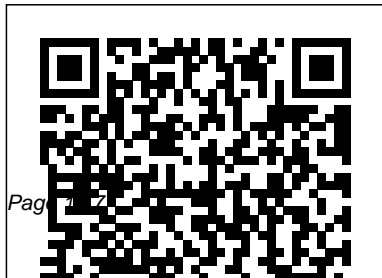

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The Message Is the Medium NYU
Press
Myths! Lies! Secrets! Uncover the

hidden truth about history's pandemics, from the Black Death to COVID-19. Perfect for fans of I Survived! and Nathan Hale's Hazardous Tales. During the Black Death in the 14th century, plague doctors wore creepy beaked masks filled with herbs. RIGHT? WRONG! Those masks were from a plague outbreak centuries later--and most doctors never wore anything like that at all! With a mix of sidebars, illustrations, photos, and graphic panels, acclaimed author Kate Messner delivers the whole truth about diseases like the bubonic plague, cholera, smallpox, tuberculosis, polio, influenza, and COVID-19. Discover the nonfiction series that smashes everything you thought you knew

about history! Don't miss History Smashers: The Mayflower, Women's Right to Vote, Pearl Harbor, Titanic, and American Revolution.

The Feeling of Life Itself

Cengage Learning

Can We Map Success?

Successful people typically don't plan their success.

Instead they develop a unique philosophy or attitude that works for them.

They stumble across strategies which are shortcuts to success, and latch onto them. Events hand them opportunities they could not have anticipated.

Often their peers with equal or greater talent fail while they succeed. It is too easy to attribute success to inherent, unstoppable genius.

Bestselling author and serial entrepreneur Richard Koch charts a map of success, identifying the nine key attitudes and strategies can propel anyone to new heights of accomplishment: Self-belief Olympian Expectations Transforming Experiences One Breakthrough Achievement Make Your Own Trail Find and Drive Your Personal Vehicle

Thrive on Setbacks Acquire
Unique Intuition Distort
Reality With this book, you
can embark on a journey
towards a new, unreasonably
successful future.

Communities and
Technologies U of

Minnesota Press

"This book deals with
a simple sounding
question whether a
certain amount of gas
can be transported by
a given pipeline
network. While well
studied for a single
pipeline, this
question gets

extremely difficult
if we consider a
meshed nation wide
gas transportation
network, taking into
account all the
technical details and
discrete decisions,
as well as
regulations,
contracts, and
varying demand. This
book describes
several mathematical
models to answer
these questions,
discusses their
merits and
disadvantages,

explains the
necessary technical
and regulatory
background, and shows
how to solve this
question using
sophisticated
mathematical
optimization
algorithms."--
Good Profit John Wiley & Sons
A fascinating exploration of the
human brain that combines " the
leading edge of consciousness
science with surprisingly personal
and philosophical reflection ...
shedding light on how scientists
really think " —this is " science
writing at its best " (Times
Higher Education). In which a

scientist searches for an empirical explanation for phenomenal experience, spurred by his instinctual belief that life is meaningful. What links conscious experience of pain, joy, color, and smell to bioelectrical activity in the brain? How can anything physical give rise to nonphysical, subjective, conscious states? Christof Koch has devoted much of his career to bridging the seemingly unbridgeable gap between the physics of the brain and phenomenal experience. This engaging book—part scientific overview, part memoir, part futurist speculation—describes Koch’s search for an empirical explanation for consciousness. Koch recounts not only the birth

of the modern science of consciousness but also the subterranean motivation for his quest—his instinctual (if “romantic”) belief that life is meaningful. Koch describes his own groundbreaking work with Francis Crick in the 1990s and 2000s and the gradual emergence of consciousness (once considered a “fringy” subject) as a legitimate topic for scientific investigation. Present at this paradigm shift were Koch and a handful of colleagues, including Ned Block, David Chalmers, Stanislas Dehaene, Giulio Tononi, Wolf Singer, and others. Aiding and abetting it were new techniques to listen in on the activity of individual nerve cells,

clinical studies, and brain-imaging technologies that allowed safe and noninvasive study of the human brain in action. Koch gives us stories from the front lines of modern research into the neurobiology of consciousness as well as his own reflections on a variety of topics, including the distinction between attention and awareness, the unconscious, how neurons respond to Homer Simpson, the physics and biology of free will, dogs, *Der Ring des Nibelungen*, sentient machines, the loss of his belief in a personal God, and sadness. All of them are signposts in the pursuit of his life's work—to uncover the roots of consciousness. **Solutions! Crown**

Currency

The practical guide to discovering the rules of our superconnected world through the science and sociology of networks. In *Superconnect*, Richard Koch and Greg Lockwood show that success is less about who you are than how you connect—a chance meeting with an old colleague leads to a swanky new job; two businessmen collaborate online and cofound a successful start-up; a friend introduces a

promising entrepreneur to a millionaire looking to invest. But why do these lucky breaks always happen to other people? Personal and professional networks shape everything we do, but simply knowing that they exist won't help you harness your connections for maximum success. With an eye toward business applications, *Superconnect* outlines the new rules of our densely linked society. At the core of the analysis are three simple network

components—strong relationships, weak relationships, and hubs—that interact in surprising, counterintuitive ways. Understanding how these components mesh, and connecting unrelated people, is the way to achieve in today's hyper-connected world. [Homelessness in New York City](#) Hogarth Clinical Management of Speech Sound Disorders: A Case-Based Approach meets the need of speech language pathology

instructors who work with children who demonstrate articulation and phonological disorders. This text presents an overview of case-based learning as an introductory chapter and the application in the discipline of speech-language pathology and focus on various evidence-based approaches for treating children with speech sound disorders. *Suicide of the West* Jones & Bartlett Learning
A surprising take on how you can help tackle the really big problems in society – from one of America’s most successful entrepreneurs. People are looking for a better way. Towering barriers are holding millions of people back, and the institutions that should help everyone rise are not doing the job. Crumbling communities. One-size fits all education. Businesses that rig the economy. Public policy that stifles opportunity and emboldens the extremes. As a result, this country is quickly heading toward a two-tiered society. Today’s challenges call for nothing short of a paradigm shift – away from a top-down approach that sees people as problems to be managed, toward bottom-up solutions that empower everyone to realize their potential and foster a more inclusive society. Such

a shift starts by asking: What would it mean to truly believe in people? Businessman and philanthropist Charles Koch has devoted his life to answering that question. Learn what he 's discovered during his 60-year career to help you apply the principles of empowerment in your life, in your business, and in society. By learning from the social movements and applying the principles that have enabled social progress throughout history, Koch has achieved more than he dreamed possible – building one of the world 's most successful companies and founding Stand Together, one of America 's most innovative philanthropic communities. Stand Together CEO Brian Hooks and Koch show how the only way to solve the really big problems – from poverty and addiction to harmful business practices and destructive public policy – is for each and every one of us to find and take action in our unique role as part of the solution. Full of compelling examples of what works – including several first-person accounts from individuals whose lives have been transformed – Koch and Hooks ' refreshing approach promotes partnership

instead of partisanship and speaks to people from different perspectives and all walks of life. They show that no injustice is too tough to overcome if you share a deep belief in people, are willing to unite with anyone to do right, and work to empower others from the bottom up.

The 80/20 Principle, Third Edition Praeger

This volume explores new ideas about globalised virtual learning

environments and in particular the implications for learners, teachers and institutions.

The 80/20 Manager
"O'Reilly Media, Inc."

This new approach to understanding online data and information systems is a simple, powerful, and unique explanation of online resources: what they are and what they do for the individual.

Turn Here Sweet Corn
Random House Books
for Young Readers
Introduction -- The beginnings of homelessness policy

under Koch -- The development of homelessness policy under Koch -- Homelessness policy under Dinkins -- Homelessness policy under Giuliani -- Homelessness policy under Bloomberg -- Homelessness policy under De Blasio -- Conclusion.

History Smashers: Plagues and Pandemics Moody Publishers

This book shows how disinformation spread by partisan organizations and

media platforms undermines institutional legitimacy on which authoritative information depends. Sustainability and the Political Economy of Welfare Crown Currency This book highlights new and emerging uses of stable isotope analysis in a variety of ecological disciplines. While the use of natural abundance isotopes in ecological research is now relatively standard, new techniques and ways of interpreting patterns are developing rapidly. The second edition of this book provides a thorough, up-to-date examination of these

methods of research. As part of the Ecological Methods and Concepts series which provides the latest information on experimental techniques in ecology, this book looks at a wide range of techniques that use natural abundance isotopes to: follow whole ecosystem element cycling understand processes of soil organic matter formation follow the movement of water in whole watersheds understand the effects of pollution in both terrestrial and aquatic environments study extreme systems such as hydrothermal vents follow

migrating organisms In each case, the book explains the background to the methodology, looks at the underlying principles and assumptions, and outlines the potential limitations and pitfalls. Stable Isotopes in Ecology and Environmental Science is an ideal resource for both ecologists who are new to isotopic analysis, and more experienced isotope ecologists interested in innovative techniques and pioneering new uses.

Screens and Teens
Simon & Schuster
"This book covers a

wide range of the most current research in the development of innovative web-based learning solutions, specifically facilitating and augmenting learning in diverse contemporary organizational settings"--Provided by publisher.

TEACH Penguin

The role of nutrition education is to address the numerous personal and environmental influences on food

choices and assist individuals in practicing healthy behaviors. Nutrition Education, Second Edition provides students with a simple, straightforward model to easily design effective nutrition education. Using a six-step process, it integrates theory, research, and practice, providing advice on designing, implementing, and evaluating theory-based nutrition education. Kochland Springer Science & Business Media
When the hail starts to fall, Atina Diffley doesn't

compare it to golf balls. She's a farmer. It's "as big as a B-size potato." As her bombarded land turns white, she and her husband Martin huddle under a blanket and reminisce: the one-hundred-mile-per-hour winds; the eleven-inch rainfall ("that broccoli turned out gorgeous"); the hail disaster of 1977. The romance of farming washed away a long time ago, but the love? Never. In telling her story of working the land, coaxing good food from the fertile soil, Atina Diffley reminds us of an ultimate truth: we live in relationships—with the earth,

plants and animals, families and communities. A memoir of making these essential relationships work in the face of challenges as natural as weather and as unnatural as corporate politics, her book is a firsthand history of getting in at the “ground level” of organic farming. One of the first certified organic produce farms in the Midwest, the Diffleys’ Gardens of Eagan helped to usher in a new kind of green revolution in the heart of America’s farmland, supplying their roadside stand and a growing number of local food co-ops. This is a story

of a world transformed—and reclaimed—one square acre at a time. And yet, after surviving punishing storms and the devastating loss of fifth-generation Diffley family land to suburban development, the Diffleys faced the ultimate challenge: the threat of eminent domain for a crude oil pipeline proposed by one of the largest privately owned companies in the world, notorious polluters Koch Industries. As Atina Diffley tells her David-versus-Goliath tale, she gives readers everything from expert instruction in organic farming to an

entrepreneur’s manual on how to grow a business to a legal thriller about battling corporate arrogance to a love story about a single mother falling for a good, big-hearted man. Merck's Index Little, Brown
A thought-provoking argument that consciousness—more widespread than previously assumed—is the feeling of being alive, not a type of computation or a clever hack In *The Feeling of Life Itself*, Christof Koch offers a straightforward definition of consciousness as any subjective experience, from the most mundane to the

most exalted—the feeling of being alive. Psychologists study which cognitive operations underpin a given conscious perception. Neuroscientists track the neural correlates of consciousness in the brain, the organ of the mind. But why the brain and not, say, the liver? How can the brain—three pounds of highly excitable matter, a piece of furniture in the universe, subject to the same laws of physics as any other piece—give rise to subjective experience? Koch argues that what is needed to answer these questions is a quantitative

theory that starts with experience and proceeds to the brain. In *The Feeling of Life Itself*, Koch outlines such a theory, based on integrated information. Koch describes how the theory explains many facts about the neurology of consciousness and how it has been used to build a clinically useful consciousness meter. The theory predicts that many, and perhaps all, animals experience the sights and sounds of life; consciousness is much more widespread than conventionally assumed. Contrary to received

wisdom, however, Koch argues that programmable computers will not have consciousness. Even a perfect software model of the brain is not conscious. Its simulation is fake consciousness. Consciousness is not a special type of computation—it is not a clever hack. Consciousness is about being. *The Coen & Hamworthy Combustion Handbook* Jones & Bartlett Learning The riveting history of tuberculosis, the world's most lethal disease, the two men whose lives it tragically intertwined, and

the birth of medical science. In 1875, tuberculosis was the deadliest disease in the world, accountable for a third of all deaths. A diagnosis of TB—often called consumption—was a death sentence. Then, in a triumph of medical science, a German doctor named Robert Koch deployed an unprecedented scientific rigor to discover the bacteria that caused TB. Koch soon embarked on a remedy—a remedy that would be his undoing. When Koch announced his cure for consumption, Arthur Conan Doyle, then a small-town doctor in England and sometime writer, went to Berlin to cover the event. Touring the ward of reportedly cured patients, he was horrified. Koch's "remedy" was either sloppy science or outright fraud. But to a world desperate for relief, Koch's remedy wasn't so easily dismissed. As Europe's consumptives descended upon Berlin, Koch urgently tried to prove his case. Conan Doyle, meanwhile, returned to England determined to abandon medicine in favor of writing. In particular, he turned to a character inspired by the very scientific methods that Koch had formulated: Sherlock Holmes. Capturing the moment when mystery and magic began to yield to science, *The Remedy* chronicles the stunning story of how the germ theory of disease became a true fact, how two men of ambition were emboldened to reach for something more, and how scientific discoveries evolve into social truths.

Unreasonable Success and How to Achieve It
Piatkus
NEW YORK TIMES BESTSELLER * NEW YORK TIMES NOTABLE

BOOK OF 2019 *
WINNER OF THE J
ANTHONY LUKAS
WORK-IN-PROGRESS
AWARD * FINANCIAL
TIMES ' BEST BOOKS
OF 2019 * NPR
FAVORITE BOOKS OF
2019 * FINALIST FOR
THE FINACIAL
TIMES/MCKINSEY
BUSINESS BOOK OF
2019 * KIRKUS
REVIEWS BEST BOOKS
OF 2019 * SCHOOL
LIBRARY JOURNAL
BEST BOOKS OF 2019
“ Superb...Among the best
books ever written about

an American corporation. ”
—Bryan Burrough, The
New York Times Book
Review Just as Steve Coll
told the story of
globalization through
ExxonMobil and Andrew
Ross Sorkin told the story
of Wall Street excess
through Too Big to Fail,
Christopher Leonard ' s
Kochland uses the
extraordinary account of
how one of the biggest
private companies in the
world grew to be that big
to tell the story of
modern corporate
America. The annual

revenue of Koch
Industries is bigger than
that of Goldman Sachs,
Facebook, and US Steel
combined. Koch is
everywhere: from the
fertilizers that make our
food to the chemicals that
make our pipes to the
synthetics that make our
carpets and diapers to the
Wall Street trading in all
these commodities. But
few people know much
about Koch Industries and
that ' s because the
billionaire Koch brothers
have wanted it that way.
For five decades, CEO

Charles Koch has kept Koch Industries quietly operating in deepest secrecy, with a view toward very, very long-term profits. He ' s a genius businessman: patient with earnings, able to learn from his mistakes, determined that his employees develop a reverence for free-market ruthlessness, and a master disrupter. These strategies made him and his brother David together richer than Bill Gates. But there ' s another side to this story.

If you want to understand how we killed the unions in this country, how we widened the income divide, stalled progress on climate change, and how our corporations bought the influence in industry, all you have to do is read this book. Seven years in the making, Kochland " is a dazzling feat of investigative reporting and epic narrative writing, a tour de force that takes the reader deep inside the rise of a vastly powerful family corporation that

has come to influence American workers, markets, elections, and the very ideas debated in our public square. Leonard ' s work is fair and meticulous, even as it reveals the Kochs as industrial Citizens Kane of our time " (Steve Coll, Pulitzer Prize – winning author of Private Empire). Summer House with Swimming Pool Entrepreneur Press Bestselling author Richard Koch shows managers how to apply the 80/20 Principle to achieve exceptional

results at work -- without stress or long hours. In his bestselling book *The 80/20 Principle*, Richard Koch showed readers how to put the 80/20 Principle -- the idea that 80 percent of results come from just 20 percent of effort -- into practice in their personal lives. Now in *The 80/20 Manager*, he demonstrates how to apply the principle to management. An 80/20 manager learns to focus only on the issues that really matter, achieving exceptional results, and feeling successful everyday while working less hard in fewer hours. A large

number of managers -- especially in these difficult times -- feel completely overwhelmed. Their inboxes are overflowing and they constantly struggle to finish their to-do lists, leaving little time for the things that really matter. *The 80/20 Manager* shows a new way to look at management -- and at life -- to enjoy work and build a successful and fulfilling career.

Believe in People
Walter de Gruyter GmbH & Co
KG

Created as a poetic and visual journey, *Touchless*

Automatic Wonder spans twenty-five years and four continents. These striking photographs capture "found text": the sometimes mysterious, occasionally humorous, often cryptic presence of words in the everyday landscape. In Koch's lyrical sequencing, the images reveal obscure and eccentric voices in their various and distinctive roles on the daily stage of the world around us. This intriguing approach at the intersection of language,

image, and the social landscape will appeal to readers interested in contemporary art and photography, popular culture, and conceptual concerns both literary and visual.