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The Pepsi Cola Addict Springer

Imagine an imminent America where citizens are bombarded with personalized political messages from every smart device – yet information is so suspect, nobody can tell what the truth is. It means oceans of disinformation engineered to sow false beliefs or simply disorient. The coronavirus pandemic provided a foretaste of an infuriating, dystopian future. From the start Americans fought over the most basic facts of the crisis, from death tolls to quack cures to the wisdom of stay-at-home orders. The splintered digital infosphere bred confusion and delusion, some of it fatal. Now think of our campaigns and elections. The digital information age means more than hyper-targeted, just-for-you messages from insurance companies and presidential candidates alike. Big Data is on the way to fueling information environments so fine-tuned, no two of us hold the same view of reality, and no two voters hear the same pitch. Already, citizens don't know who to trust or what to believe – about COVID-19 or anything else. If we ask nothing more of tech providers or digital citizens, the fog will continue to thicken. Irritation will merge into despair and then numbness... and democracy teeters. Digital pioneer Cyrus Krohn knows the territory, and in *Bombarded: How to Fight Back Against the Online Assault on Democracy*, Krohn locates the roots of our blooming political chaos in the earliest days of the World Wide Web. But he goes beyond recounting 25 years of destabilizing Internet shock waves and his own role in building digital culture. Krohn rolls out a provocative action plan for rescuing the American system of campaigns and elections while there is still time. "Trying to shield yourself from disinformation and deep fakes? Cyrus Krohn offers a 'five-step program' to fight back. This book rings true." —Jill Dougherty, Former CNN Moscow Bureau Chief
[Linda Goodman's Love Signs](#) W. W. Norton & Company
The Routledge Handbook of Moral Epistemology brings together philosophers, cognitive scientists, developmental and evolutionary psychologists, animal ethologists, intellectual historians, and educators to provide the most comprehensive analysis of the prospects for moral knowledge ever assembled in print. The book's thirty chapters feature leading experts describing the nature of moral thought, its evolution, childhood development, and neurological realization. Various forms of moral skepticism are addressed along with the historical development of ideals of moral knowledge and their role in law, education, legal policy, and other areas of social life. Highlights include: • Analyses of moral cognition and moral learning by leading cognitive scientists • Accounts of the normative practices of animals by expert animal ethologists • An overview of the evolution of cooperation by preeminent evolutionary psychologists • Sophisticated treatments of moral skepticism, relativism, moral uncertainty, and know-how by renowned philosophers • Scholarly accounts of the development of Western moral thinking by eminent intellectual historians • Careful analyses of the role played by conceptions of moral knowledge in political liberation movements, religious institutions, criminal law, secondary education, and professional codes of ethics articulated by cutting-edge social and moral philosophers.

Essential C. S. Lewis RosettaBooks

And the boy's gaze would haunt James forever. Because it seemed to be Phil still – the kid across the street with the soft handshake and polite manners and unstoppable off-tackle. Phillip looked up and his eyes met James'. Phil stopped eating then, and just stared. James stared back, saying everything but nothing at all, two neighbors considering each other from opposite ends of a shallow grave. They seemed to share the same universal thought – what have we come to? Phil's eyes dropped to the pavement and his shoulders sunk, a melted candle of a boy. "Am I next?" James asked. "We'll see," Phil responded in a somber voice and as if it wasn't up to him. He returned to his work, pulling and stabbing and cutting away at the dead girl's oozing jugular. James recognized her – the girl who made the front page of the Greenville Times for tying the district's 400-meter sprint record. His inclination was right – she was Phil's girlfriend indeed. The paper had run a photo of the couple in tux and gown, standing in the atrium of Greenville's aquatic center. Runners-up to the coveted Prom king and queen, the photo inset had read. She had looked pissed about it. Phil pulled and tore at her. Strands of flesh, still attached to the corpse, hung from his bloody grasp like tight elastic bands. When his eyes met James' again, they embodied blank serenity. The boy was content with the meal before him, and content that James was far enough away not to take it...

keyword: zombies, post apocalypse, undead, the walking dead, 28 days later, 28 months later, gore, bloody, graphic, living dead, zombie horror, world war z, z-day, dayz, fast zombies, slow zombies, virus outbreak, biological weapon, viral
[Wild Things](#) John Wiley & Sons

Offers the most up-to-date coverage of research methods and best practices in the study of second language acquisition, edited by two of the leading figures in the field *Current Approaches in Second Language Acquisition Research* provides an up-to-date overview of both traditional and cutting-edge techniques and methods in the field. Bringing together contributions from an international team of experts, this authoritative volume covers the qualitative, quantitative, survey-based, interdisciplinary, statistical analysis, and data replication methods that students and early-career researchers need to know when developing their projects and experiments in second language acquisition research. Each chapter includes best practices, case studies, and research questions, together with suggested readings which exemplify a wide range of contemporary methodologies. *Current Approaches in Second Language Acquisition Research* builds on the foundation of *Research Methods in Second Language Acquisition*, the first volume in the Wiley Blackwell Guides to Research Methods series to cover the field of SLA. Eleven new chapters and four revised chapters address classroom research methods, qualitative approaches to data, collecting introspective second language (L2) data, L2 data on brain and articulatory mechanisms, problematic terminology in the SLA community, and more. Covers theory-based methodologies, synthetic and meta-analytic work, mixed methods, coding, and statistical analysis Describes and evaluates recent methodological advances and experimental approaches in SLA research Includes study questions, links to additional resources, and example study boxes that summarize methodological principles and connect them to real-world research studies *Current Approaches in Second Language Acquisition Research* is an essential resource for advanced undergraduate and graduate students in SLA and applied linguistics programs, novice researchers studying SLA research methods, and more established scholars looking for a concise and up-to-date overview of SLA methodology.
[Modern Advances in Intelligent Systems and Tools](#) Rosetta Books

Seventeen short stories are featured in Thomas Wm. Hamilton's latest book *Weird Thoughts*. Spanning the years 1912 to fifty million years in the future, the book's genres cover science fiction, fantasy, and satire. The stories are followed by seven essays in the field of astronomy, including issues that can be easily misunderstood by the general public. The author was previously an astronomy professor who worked three years on the Apollo Project, determining orbital characteristics, fuel usage, and radar accuracy requirements for space travel. This experience is described in one of the astronomy essays in the book. Three stories set in the far future describe wars taking place among highly evolved animals, including intelligent monkeys, raccoons, dogs, cats, and dolphins. One tale describes an alternate world in which a murder victim gains justice in a time travel adventure. The U.S. presidency is at stake! In other stories, teenagers discover the importance of Spell Check while doing magic, and then there's the tale about Halley's Comet.
[Social Information Seeking Made For Success](#) Publishing
Moral systems, like normative systems more broadly, involve complex mental representations. *Rational Rules* proposes that moral learning can be understood in terms of general-purpose rational learning procedures. Nichols argues that statistical learning can help answer a wide range of questions about moral thought: Why do people think that rules apply to actions rather than consequences? Why do people expect new rules to be focused on actions rather than consequences? How do people come to believe a principle of liberty, according to which whatever is not expressly prohibited is permitted? How do people decide that some normative claims hold universally while others hold only relative to some group? The resulting account has both empiricist and rationalist features: since the learning procedures are domain-general, the result is an empiricist theory of a key part of moral development, and since the learning procedures are forms of rational inference, the account entails that crucial parts of our moral system enjoy rational credentials. Moral rules can also be rational in the sense that they can be effective for achieving our ends, given our ecological settings. *Rational Rules* argues that at least some central components of our moral systems are indeed ecologically rational: they are good at helping us attain common goals. Nichols argues that the account might be extended to capture moral motivation as a special case of a much more general phenomenon of normative motivation. On this view, a basic form of rule representation brings motivation along automatically, and so part of the explanation for why we follow moral rules is that we are built to follow rules quite generally.

The Digital Evolution of Live Music Lulu.com

From the celebrated author of the best-selling *Physics for Future Presidents* comes "a provocative, strongly argued book on the fundamental nature of time" (Lee Smolin). You are reading the word "now" right now. But what does that mean? "Now" has bedeviled philosophers, priests, and modern-day physicists from Augustine to Einstein and beyond. In *Now*, eminent physicist

Richard A. Muller takes up the challenge. He begins with remarkably clear explanations of relativity, entropy, entanglement, the Big Bang, and more, setting the stage for his own revolutionary theory of time, one that makes testable predictions. Muller's monumental work will spark major debate about the most fundamental assumptions of our universe, and may crack one of physics' longest-standing enigmas.

An Other Place John Wiley & Sons

"This fascinating little volume explores the stuff that dreams are made of and the role the pandemic is playing in them. The dreams from Barrett's survey are riveting vignettes—from terrifying to touching to hilarious. Her decades of scientific research and clinical practice inform incisive commentary on what these dreams reveal about society's response. She offers simple exercises for managing anxieties over COVID-19 and for inspiring adaption in this unique period of history. A great read!" -Amy Tan, author of *The Joy Luck Club*
*DREAM: I looked down at my stomach and saw dark blue stripes. I "remembered" these were the first sign of being infected with COVID-19. DREAM: My home was a Covid-19 test center. People weren't wearing masks. I'm taken aback because I wasn't asked to be a test site. I'm worried that my husband and son (who actually lives out of state) will catch it because of my job as a healthcare worker. DREAM: I was a giant antibody. I was so angry about COVID-19 that it gave me superpowers, and I rampaged around attacking all the virus I could find. I woke so energized! Since the COVID-19 pandemic swept around the world, people have reported unusually a vivid and bizarre dream lives. The virus itself is the star of many—literally or in one of its metaphoric guises. As a dream researcher at Harvard Medical School, Deirdre Barrett was immediately curious to see what our dream lives would tell us about our deepest reactions to this unprecedented disaster. *Pandemic Dreams* draws on her survey of over 9,000 dreams about the COVID-19 crisis. It describes how dreaming has reflected each aspect of the pandemic: fear of catching the virus, reactions to sheltering at home, work changes, homeschooling, and an individual's increased isolation or crowding. Some patterns are quite similar to other crises Dr. Barrett has studied such as 9/11, Kuwaitis during the Iraqi Occupation, POWs in WWII Nazi prison camps, and Middle Easterners during the Arab Spring. There are some very distinctive metaphors for COVID-19, however: bug-attack dreams and ones of invisible monsters. These reflect that this crisis is less visible or concrete than others we have faced. Over the past three months, dreams have progressed from fearful depictions of the mysterious new threat . . . to impatience with restrictions . . . to more fear again as the world begins to reopen. And dreams have just begun to consider the big picture: how society may change. The book offers guidance on how we can best utilize our newly supercharged dream lives to aid us through the crisis and beyond. It explains practical exercises for dream interpretation, reduction of nightmares, and incubation of helpful, problem-solving dreams. It also examines the larger arena of what these collective dreams tell us about our instinctive, unconscious responses to the threat and how we might integrate them for more livable policies through these times. Deirdre Barrett, PhD is a dream researcher at Harvard Medical School. She has written five books including *Pandemic Dreams* and *The Committee of Sleep*, and edited four including *Trauma and Dreams*. She is Past President of The International Association for the Study of Dreams and editor of its journal, *DREAMING*.*

The Routledge Handbook of Moral Epistemology HarperCollins

"Chloe Snow chronicles a year in her high school life, sharing the highs and lows of family, friendship, school, and love"--

The Observer Ten Speed Press

Zara is back from Valhalla after successfully rescuing Nick. Bedford needs their best warrior now more than ever, as the evil pixie regime is causing mass destruction and chaos everywhere. Though Nick's job is clear, Zara's role is a lot more uncertain. She's not just fighting for her friends - she's also a pixie queen. And to align her team of pixies with the humans she loves so much will not be as easy as she hopes. Especially since she can't even reconcile her growing feelings for her pixie king . . .

Did Somebody Step on a Duck? Oxford University Press

Social Media Strategy: Marketing, Advertising and Public Relations in the Consumer Revolution, Third Edition is a blueprint for the practice of marketing communications, advertising and public relations in a digital world where the consumer holds the power. This new edition presents up-to-date strategies for innovating change, supporting traditional efforts, and leverage consumer influence for the good of the brand. Examples from small businesses, large corporations, and non-profit organizations provide real-world statistics in an accessible and highly practical text. This new and updated edition presents a fuller, integrated approach to the traditional disciplines of marketing, advertising, and public relations. Adopters of the first edition will find the original structure and approach supplemented with updated statistics, features, tactics, and social media platform options. New features include: Expanded discussion of social media careers, ROI, social media plan outline, crisis communication, and content creation Chapter Checklists that challenge students to seek out latest developments in rapidly changing social media Key Concepts sections appear at the end of chapters as an easy study reference Full Glossary of all key concepts, including more than 125 new terms Ethics-focused questions and new brand examples in each chapter Coverage of new developments such as TikTok, AI and messenger chatbots, as well as links to professional

certifications from Hootsuite, HubSpot, Facebook, Google, and more Instructor resources may be found at <https://textbooks.rowman.com/quesenberry3e>. These include: Updated case briefs, chapter outlines, and test banks Revised example assignments and syllabi for undergraduate and graduate courses New PowerPoint slides for in-person or online lectures Ten downloadable templates and guides to support key strategic tools

Confessions of a High School Disaster Routledge

Intelligent systems provide a platform to connect the research in artificial intelligence to real-world problem solving applications. Various intelligent systems have been developed to face real-world applications. This book discusses the modern advances in intelligent systems and the tools in applied artificial intelligence. It consists of twenty-three chapters authored by participants of the 25th International Conference on Industrial, Engineering & Other Applications of Applied Intelligent Systems (IEA/AIE 2012) which was held in Dalian, China. This book is divided into six parts, including Applied Intelligence, Cognitive Computing and Affective Computing, Data Mining and Intelligent Systems, Decision Support Systems, Machine Learning, and Natural Language Processing. Each part includes three to five chapters. In these chapters, many approaches, applications, restrictions, and discussions are presented. The material of each chapter is self-contained and was reviewed by at least two anonymous referees to assure the high quality. Readers can select any individual chapter based on their research interests without the need of reading other chapters. We hope that this book provides useful reference values to researchers and students in the field of applied intelligence. We also hope that readers will find opportunities and recognize challenges through the papers presented in this book. Rational Rules Home of the Damned Ltd

A page-turning narrative about Marissa Mayer's efforts to remake Yahoo as well as her own rise from Stanford University undergrad to CEO of a \$30 billion corporation by the age of 38. When Yahoo hired star Google executive Mayer to be its CEO in 2012 employees rejoiced. They put posters on the walls throughout Yahoo's California headquarters. On them there was Mayer's face and one word: HOPE. But one year later, Mayer sat in front of those same employees in a huge cafeteria on Yahoo's campus and took the beating of her life. Her hair wet and her tone defensive, Mayer read and answered a series of employee-posed questions challenging the basic elements of her plan. There was anger in the room and, behind it, a question: Was Mayer actually going to be able to do this thing? Marissa Mayer and the Fight to Save Yahoo! is the inside story of how Yahoo got into such awful shape in the first place, Marissa Mayer's controversial rise at Google, and her desperate fight to save an Internet icon. In August 2011 hedge fund billionaire Daniel Loeb took a long look at Yahoo and decided to go to war with its management and board of directors. Loeb then bought a 5% stake and began a shareholder activist campaign that would cost the jobs of three CEOs before he finally settled on Google's golden girl Mayer to unlock the value lurking in the company. As Mayer began to remake Yahoo from a content company to a tech company, an internal civil war erupted. In author Nicholas Carlson's capable hands, this riveting book captures Mayer's rise and Yahoo's missteps as a dramatic illustration of what it takes to grab the brass ring in Silicon Valley. And it reveals whether it is possible for a big lumbering tech company to stay relevant in today's rapidly changing business landscape.

My Holiday in North Korea Pan Macmillan

The New York Times bestseller that helps you explore whether romance is in the stars. Linda Goodman's Love Signs addresses the question asked by everyone familiar with astrology: How do I relate to someone of another sign? Each sign is "related" to the twelve signs of the zodiac in a different and unique way. Each section addresses the differences for a male and a female with the same sign matches. This is an updated edition of Linda Goodman's lively bestseller, which has introduced millions to the concept of astrological compatibility. "What seems to set Goodman's books apart from other stargazing guides is their knowledgeable approach and comprehensive reach." —Newsweek

Trust Agents Harvard University Press

An introvert braves the cybersex, the pitfalls of eating out alone, the difficulties of weight gain, and other hurdles faced by shy people living in a world that urges us to be cool as "J" humorously recounts her life in all its awkward glory.

Studying Dialect Made For Success Publishing

What if society wasn't fundamentally rational, but was motivated by insanity? This thought sets Jon Ronson on an utterly compelling adventure into the world of madness. Along the way, Jon meets psychopaths, those whose lives have been touched by madness and those whose job it is to diagnose it, including the influential psychologist who developed the Psychopath Test, from whom Jon learns the art of psychopath-spotting. A skill which seemingly reveals that madness could indeed be at the heart of everything. . . . Combining Jon Ronson's trademark humour, charm and investigative incision, The Psychopath Test is both entertaining and honest, unearthing dangerous truths and asking serious questions about how we define normality in a world where we are increasingly judged by our maddest edges. 'The belly laughs come thick and fast — my God, he is funny . . . provocative and interesting' — Observer

What's with All That Stuff, Cacjohnson!#@! Hachette UK

EVERYTHING you have ever wanted to learn about internet marketing and blogging is included in this book. It covers diverse topics such as SEO (search engine optimization), article writing and marketing, backlink building, traffic generation, list building, review writing, making money with Google AdSense, affiliate marketing with Clickbank, Wordpress tutorials - from setting up your first blog to SEO-optimizing it for Google, niche research and marketing, basic tutorials on how to handle a Unix server (with apache and Cpanel installed), ftp tutorials, website security tips including how to protect your Wordpress blog from hackers, an exhaustive list of Wordpress plug-ins you can use for free, tips on how to make money using private label content (PLR), tutorials on how to protect and speed up your computer, and MUCH, MUCH MORE.

Social Media Strategy Indie Books

Wall Street Journal Best Selling Book The two anchors in Kat's frenzied life have been her father; a famous baseball pitcher turned team manager, and her son, who is following in his grandfather's footsteps. When both anchors become unstable, Kat's life tips dangerously out of balance. The market and her finances flip, and relationships start slipping through her fingers. Eager for solutions, she turns to find uncanny wisdom from places she never expected. The Observer unpacks the idea of 180-degree thinking, which changes everything for Kat. Now, seemingly impossible goals come into focus with crystal clear clarity. As Kat focuses on the right things, the impossible becomes her new reality. Imparted with truth and wisdom, The Observer is a classic for discovering the peak performer within yourself. This timeless story of success principles is more important today than it has ever been before as uncertainty lurks right around the corner. "A powerful work with insights that, once applied, will help you lift your life to a completely new level." —Robin Sharma, #1 bestselling author of The 5AM Club and The Monk Who Sold His Ferrari Kat has it all—money, success, recognition, influence—except the one thing she desperately desires: a fulfilled life. A business entrepreneur in the high-end sportswear industry, Kat is driven in relentless pursuit of ever-greater success.

Endure Chandos Publishing

"Armchair travelers will adore this tour of Christmastime London...[a] charming rom-com from British reality TV star Georgia Toffolo." —Publishers Weekly Fans of Josie Silver's One Day in December and Christina Lauren's In a Holiday will adore watching Victoria and Oliver's pretend engagement dissolve as their very real chemistry threatens to upend all their carefully laid-out secrets. Set against the most charming London backdrop, Meet Me in London is an irresistible seasonal treat! What do you do when your fake engagement starts to feel too real... Aspiring clothes designer Victoria Scott spends her days working in a bar in Chelsea and her evenings designing vintage clothes, dreaming of one day opening her own boutique. But these aspirations are under threat from the new department store opening at the end of her road. She needs a Christmas miracle, but one is not forthcoming. Oliver Russell's Christmas is not looking very festive right now. His family's new London department store opening is behind schedule, and on top of that his interfering, if well-meaning, mother is pressing him to introduce his girlfriend to her over the holidays—a girlfriend who does not exist. He needs a diversion...something to keep his mother from meddling while he focuses on the business. When Oliver meets Victoria, he offers a proposition: pretend to be his girlfriend at the opening of his store and he will provide an opportunity for Victoria to showcase her designs. But what starts as a business arrangement soon becomes something more tempting as the fake relationship starts to feel very real. But when secrets in Victoria's past are exposed, will Oliver walk away, or will they both follow their hearts and find what neither knew they were looking for...? "An ideal Christmas escape!" —Laura Jane Williams, Bestselling author of Our Stop

Marissa Mayer and the Fight to Save Yahoo! Routledge

Digital Media, Sharing and Everyday Life provides nuanced accounts of the processes of sharing in digital culture and the complexities that arise in them. The book explores definitions of sharing, and the roles that our digital devices and the platforms we use play in these practices. Drawing upon practice theory to outline a theoretical framework of sharing practice, the book emphasizes the need for a coherent and consistent framework of sharing in digital culture and explains what this framework might look like. With insightful descriptions, the book draws out the relationship of sharing to privacy and control, the labored strategies and boundaries of reciprocity, and our relationships with the technologies which mediate sharing practices. The volume is an essential read for researchers, postgraduate and undergraduate students in Media and Communication, New Media, Sociology, Internet Studies, and Cultural Studies.