

The Koran A Very Short Introduction

A Very Short, Fairly Interesting and Reasonably Cheap Book about Management Materials Galileo: A Very Short Introduction Stem Cells History: A Very Short Introduction Short! Consciousness: A Very Short Introduction The Short Story Art History: A Very Short Introduction Modern China: A Very Short Introduction The Periodic Table The Arctic Projects: A Very Short Introduction Dictionaries Logic: A Very Short Introduction Documentary Film: A Very Short Introduction Numbers English Literature The Future: A Very Short Introduction Conscience: A Very Short Introduction Love: A Very Short Introduction Korea Hobbes Intellectual Property Music: A Very Short Introduction The Body: A Very Short Introduction Magna Carta Architecture Time Film Contemporary Art: A Very Short Introduction Development Children's Literature: A Very Short Introduction Reading: A Very Short Introduction Human Rights Nothing: A Very Short Introduction Advertising: A Very Short Introduction The Old Testament: A Very Short Introduction Korea: A Very Short Introduction A Very Short, Fairly Interesting and Reasonably Cheap Book about Studying Marketing Ann L Cunliffe Christopher Hall Stillman Drake Jonathan Slack John Arnold Kevin Crossley-Holland Susan J. Blackmore Andrew Kahn Dana Arnold Rana Mitter Eric R. Scerri Klaus Dodds Andrew Davies Lynda Mugglestone Graham Priest Patricia Aufderheide Peter M. Higgins Jonathan Bate Jennifer M. Gidley Paul Strohm Ronald de Sousa Michael J. Seth Richard Tuck Siva Vaidhyathan Nicholas Cook Chris Shilling Nicholas Vincent Andrew Ballantyne Jenann Ismael Michael Wood Julian Stallabrass Ian Goldin Kimberley Reynolds Belinda Jack Andrew Clapham Frank Close Winston Fletcher Michael Coogan Michael J. Seth Jim Blythe

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written to inform challenge and entertain this book explains alternative ways of thinking about management

and managing people in a way that is easy to understand but also provocative and enjoyable the book covers topics that are central to management organizational behavior or leadership courses what managers do motivation communication and ethics ann cunliffe breathes fresh air into these topics emphasizing the importance of relations when thinking about management and drawing on a range of disciplines such as philosophy and linguistics

the study of materials is a major field of research that supports and drives innovation in technology using modern scientific techniques materials scientists and engineers explore and manipulate materials and create new ones with remarkable strength and extraordinary optical and electrical properties in this very short introduction christopher hall looks at a wide range of materials from steel wood and rubber to gold silicon and graphene describing how materials are used how their properties arise from their internal structure and how useful and novel things are made from them he concludes by looking at how the global scale of materials consumption now threatens the goal of sustainability 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

in a startling reinterpretation of the evidence stillman drake advances the hypothesis that galileo s trial and condemnation by the inquisition was caused not by his defiance of the church but by the hostility of contemporary philosophers galileo s own beautifully lucid arguments are used to show how his scientific method was utterly divorced from the aristotelian approach to physics in that it was based on a search not for causes but for laws galileo s method was of overwhelming significance for the development of modern physics and led to a final parting of the ways between science and philosophy 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

the topic of stem cells has a high profile in the media we ve made important advances in our scientific understanding but despite this the clinical applications of stem cells are still in their infancy and most real stem cell therapy carried out today is some form of bone marrow transplantation at the same time a scandalous spread of unproven stem cell treatments by private clinics represents a serious problem with treatments being offered which are backed by limited scientific rationale and which are at best ineffective and at worse harmful this very short introduction introduces stem cells exploring what they are and what scientists do with them introducing the different types of stem cells jonathan slack explains how they can be used to treat diseases such as retinal degeneration diabetes parkinson s disease heart disease and spinal trauma he also discusses the important technique of bone marrow transplantation and some other types of current stem cell therapy used for the treatment of blindness and of severe burns slack warns against fake stem cell treatments and discusses how to distinguish real from fake treatments he also describes the latest scientific progress in the field and looks forward to what we can expect to happen in the next few years very short introductions brilliant sharp inspiring 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

starting with an examination of how historians work this very short introduction aims to explore history in a general pithy and accessible manner rather than to delve into specific periods

in this wonderful collection of very short stories from award winning author kevin crossley holland none of the stories is more than two pages long and some are much shorter there are stories about ghosts supermarkets animals adventures and all kinds of things to inspire every short story writer

a lively introduction that combines the perspectives of philosophy psychology and neuroscience written by the top name in the field susan blackmore

drawing on examples from across the globe and throughout history andrew kahn explores the key characteristics of the short story he shows how its rise was intertwined with international print culture and discusses the essential techniques within this thriving literary genre as well as the ways in which it is constantly innovated even today

this clear and concise new introduction examines all the major debates and issues using a wide range of well known examples it discusses the challenge of using verbal and written language to analyse a visual form dana arnold also examines the many different ways of writing about art and the changing boundaries of the subject of art history topics covered include the canon of art history the role of the gallery blockbuster exhibitions the emergence of social histories of art feminist art history or queer art history for example the impact of photography and the development of art history using artefacts such as the altarpiece the portrait or pornography to explore social and cultural issues such as consumption taste religion and politics importantly this book explains how the traditional emphasis on periods and styles originates in western art production and can obscure other critical approaches as well as art from non western cultures 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

china today is never out of the news from human rights controversies and the continued legacy of tiananmen square to global coverage of the beijing olympics and the chinese economic miracle this very short introduction provides an accessible guide to why china looks the way it does today and how it got there

eric r scerri presents a modern and fresh exploration of this fundamental topic in the physical sciences considering the deeper implications of the arrangements of the table to atomic physics and quantum mechanics this new edition celebrates the completion of the 7th period of the table with the naming of elements 113 115 117 and 118

very short introductions brilliant sharp inspiring the arctic is demanding global attention it is warming melting and thawing in a manner that threatens fundamental state change for communities that call the arctic home this is unwelcome a warming arctic brings with it the spectre of costly disruption and interference in indigenous lives and communal welfare for others the disappearance of sea ice makes the arctic appear more accessible and less remote this also brings with it dangers such as the prospect of a new era of great power rivalries involving china russia and the united states submarine and long range bomber patrolling are now

commonplace new terms such as global arctic are being used to capture the dynamic of change while others muse about the return of a cold war the reality is inevitably more complex the physical geography of the arctic is highly varied and variable environmental change brings opportunities for indigenous and non indigenous life forms to survive and even thrive the arctic's four million people are not helpless pawns in a game of global geopolitics the arctic is not only a resource hotspot but also a place where sustainable energy systems are being introduced a warming arctic with less ice and permafrost is not unique in the longer history of the earth either the arctic is a complex space in this very short introduction klaus dodds and jamie woodward consider the major dimensions of the region and the linkages beyond from the geopolitical to the environmental they examine the causes drivers and effects of cultural physical political and economic change and ponder the future of the arctic as they show it is a future which will affect us all 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

what is a project how are projects organized to deal with a complex rapidly changing and uncertain world why are projects the organization of the future a project is a temporary organization and one time process established to achieve a desired outcome projects range in size from small teams to large international joint ventures and temporary coalitions of public and private organizations what distinguishes projects from all other organizational activities such as mass produced products and services is that a project is finite in duration lasting from hours days or weeks to years and in some cases decades each project is disposable it brings together people and resources to accomplish a goal and when the goal is accomplished the organization disappears when projects are complex unpredictable and changing their plans have to be flexible and able to adjust to situations that cannot be foreseen at the outset in this very short introduction andrew davies looks at how projects have developed since the industrial revolution to create the human built world in which we live work and play considering some of our greatest endeavours such as the erie canal apollo moon landing japanese product development and chinese ecocity projects davies identifies how projects are organized and managed to design and produce large and complex systems cope with fast changing conditions and deal with the immense uncertainties required to create breakthrough innovations in products and services he concludes by considering how projects could be organized to address the challenges facing the post industrial society of the 21st century 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

do or should dictionaries control language how do they treat language change both now and in the past which words do dictionaries leave out and on what grounds dictionaries are far more than works which list the words and meanings of a language in this very short introduction lynda mugglestone shows that all dictionaries are partial and all are selective they are human products reflecting the dominant social and cultural assumptions of the time in which they were written dictionaries exist then not only as works which seek to document language but also as cultural documents that are connected to the world in which they were produced exploring common beliefs about dictionaries providing glimpses of behind the scenes dictionary makers at work and confronting the problems of how a word is to be defined mugglestone shows that dictionaries are always and inevitably more than the crafting of a simple list of words concluding with a

look at the range of modern dictionaries and transformations from online dictionaries such as urbandictionary.com or wictionary to txt.speak and slang she reveals the controversial nature of the debates about communication and language showing that only in written and spoken English does the language of dictionaries exist in full 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

logic is often perceived as having little to do with the rest of philosophy and even less to do with real life in this lively and accessible introduction Graham Priest shows how wrong this conception is he explores the philosophical roots of the subject explaining how modern formal logic deals with issues ranging from the existence of God and the reality of time to paradoxes of probability and decision theory along the way the basics of formal logic are explained in simple non technical terms showing that logic is a powerful and exciting part of modern philosophy 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

documentary film can encompass anything from Robert Flaherty's pioneering ethnography *Nanook of the North* to Michael Moore's anti Iraq war polemic *Fahrenheit 9/11* from Dziga Vertov's artful Soviet propaganda *Piece Man* with a movie camera to Luc Jacquet's heart tugging wildlife epic *March of the Penguins* in this concise crisply written guide Patricia Aufderheide takes readers along the diverse paths of documentary history and charts the lively often fierce debates among filmmakers and scholars about the best ways to represent reality and to tell the truths worth telling beginning with an overview of the central issues of documentary filmmaking its definitions and purposes its forms and founders Aufderheide focuses on several of its key subgenres including public affairs films government propaganda particularly the works produced during World War II historical documentaries and nature films her thematic approach allows readers to enter the subject matter through the kinds of films that first attracted them to documentaries and it permits her to make connections between eras as well as revealing the ongoing nature of documentary's core controversies involving objectivity advocacy and bias interwoven throughout are discussions of the ethical and practical considerations that arise with every aspect of documentary production a particularly useful feature of the book is an appended list of 100 great documentaries that anyone with a serious interest in the genre should see drawing on the author's four decades of experience as a film scholar and critic this book is the perfect introduction not just for teachers and students but also for all thoughtful filmgoers and for those who aspire to make documentaries themselves about the series combining authority with wit accessibility and style very short introductions offer an introduction to some of life's most interesting topics written by experts for the newcomer they demonstrate the finest contemporary thinking about the central problems and issues in hundreds of key topics from philosophy to Freud quantum theory to Islam

numbers are integral to our everyday lives and feature in everything we do in this very short introduction Peter M. Higgins the renowned mathematics writer unravels the world of numbers demonstrating its richness and providing a comprehensive view of the idea of the number Higgins paints a picture of the number world considering how the modern number system matured over centuries explaining the various number types and showing how they behave he introduces key concepts such as integers fractions real numbers and

imaginary numbers by approaching the topic in a non technical way and emphasising the basic principles and interactions of numbers with mathematics and science higgins also demonstrates the practical interactions and modern applications such as encryption of confidential data on the internet 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

sweeping across two millennia and every literary genre acclaimed scholar and biographer jonathan bate provides a dazzling introduction to english literature the focus is wide shifting from the birth of the novel and the brilliance of english comedy to the deep englishness of landscape poetry and the ethnic diversity of britain s nobel literature laureates it goes on to provide a more in depth analysis with close readings from an extraordinary scene in king lear to a war poem by carol ann duffy and a series of striking examples of how literary texts change as they are transmitted from writer to reader the narrative embraces not only the major literary movements such as romanticism and modernism together with the most influential authors including chaucer donne johnson wordsworth austen dickens and woolf but also little known stories such as the identity of the first english woman poet to be honoured with a collected edition of her works written with the flair and passion for which jonathan bate has become renowned this book is the perfect very short introduction for all readers and students of the incomparable literary heritage of these islands 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

from the beginning of time humans have been driven by both a fear of the unknown and a curiosity to know we have always yearned to know what lies ahead whether threat or safety scarcity or abundance throughout human history our forebears tried to create certainty in the unknown by seeking to influence outcomes with sacrifices to gods preparing for the unexpected with advice from oracles and by reading the stars through astrology as scientific methods improve and computer technology develops we become ever more confident of our capacity to predict and quantify the future by accumulating and interpreting patterns from the past yet the truth is there is still no certainty to be had in this very short introduction jennifer gidley considers some of our most burning questions what is the future is the future a time yet to come or is it a utopian place does the future have a history is there only one future or are there many possible futures she asks if the future can ever be truly predicted or if we create our own futures both hoped for and feared by our thoughts feelings and actions and concludes by analysing how we can learn to study the future 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

where does our conscience come from and how reliable is it exploring its deep historical roots paul strohm considers what conscience has meant to successive generations using examples from popular culture and contemporary politics he demonstrates that conscience is as important today as it has ever been

although there are many kinds of love erotic love has been celebrated in art and poetry as life's most rewarding and exalting experience worth living and dying for and bringing out the best in ourselves and yet it has excused and even been thought to justify the most reprehensible crimes why should this be this very short introduction explores this and other puzzling questions do we love someone for their virtue their beauty or their moral or other qualities are love's characteristic desires altruistic or selfish are there duties of love what do the sciences neuroscience evolutionary and social psychology and anthropology tell us about love many of the answers we give to such questions are determined not so much by the facts of human nature as by the ideology of love ronald de Sousa considers some of the many paradoxes raised by love looking at the different kinds of love affections affiliation philia storage agape but focusses on eros or romantic love he considers whether our conventional beliefs about love and sex are deeply irrational and argues that alternative conceptions of love and sex although hard to formulate and live by may be worth striving for 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

korea long in the shadows of its neighbours china and japan is now the object of considerable interest this book focuses on answering several historical questions what does it mean to be korean how did this nation evolve into today's sharply contrasting societies and how does korea fit into the larger narrative of world history

thomas hobbes the first great english political philosopher has long had the reputation of being a pessimistic atheist who saw human nature as inevitably evil and proposed a totalitarian state to subdue human failings in this illuminating study richard tuck re-evaluates hobbes's philosophy and dispels these myths revealing him to have been passionately concerned with the refutation of scepticism and to have developed a theory of knowledge which rivalled that of descartes in its importance 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

the author provides a comprehensive and engaging introduction to copyright patents trademarks and other forms of knowledge that are subject to global law and regulation

this stimulating very short introduction to music invites us to really think about music and the values and qualities we ascribe to it the world teems with different kinds of music traditional folk classical jazz rock pop and each type of music tends to come with its own way of thinking drawing on a wealth of accessible examples ranging from beethoven to chinese zither music nicholas cook attempts to provide a framework for thinking about all music by examining the personal social and cultural values that music embodies the book reveals the shortcomings of traditional conceptions of music and sketches a more inclusive approach emphasizing the role of performers and listeners 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

the human body is thought of conventionally as a biological entity with its longevity morbidity size and even appearance determined by genetic factors immune to the influence of society or culture since the mid 1980s however there has been a rising awareness of how our bodies and our perception of them are influenced by the social cultural and material contexts in which humans live drawing on studies of sex and gender education governance the economy and religion chris shilling demonstrates how our physical being allows us to affect the material and virtual world around us yet also enables governments to shape and direct our thoughts and actions revealing how social relationships cultural images and technological and medical advances shape our perceptions and awareness he exposes the limitations of traditional western traditions of thought that elevate the mind over the body as that which defines us as human dealing with issues ranging from cosmetic and transplant surgery the performance of gendered identities the commodification of bodies and body parts and the violent consequences of competing conceptions of the body as sacred shilling provides a compelling account of why body matters present contemporary societies with a series of urgent and inescapable challenges 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

the magna carta has long been considered the foundation stone of the british constitution yet few people today understand either its contents or its context this very short introduction introduces the document to a modern audience explaining its origins in the troubled reign of king john and tracing the significance of the role that it played thereafter as a totemic symbol of the subject's right to protection against the raw and absolute authority of the sovereign drawing upon the great advances that have been made in the past two decades in our understanding of thirteenth century english history nicholas vincent demonstrates why the magna carta continues to be of enormous popular interest 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 highly original and sophisticated look at architecture helps us to understand the cultural significance of the buildings that surround us it avoids the traditional style spotting approach in favour of giving an idea of what it is about buildings that moves us and what it is that makes them important artistically and culturally the book begins by looking at how architecture acquires meaning through tradition and concludes with the exoticism of the recent avant garde illustrations of particular buildings help to anchor the general points with specific examples from ancient egypt to the present day 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

what is time this book describes the developing physics of the concept of time from newton via einstein to the present day and the related philosophical aspects it also discusses the psychological experience of time and insights from cognitive science

film is considered by some to be the most dominant art form of the twentieth century it is many things but it has become above all a means of telling stories through images and sounds the stories are often offered to us

as quite false frankly and beautifully fantastic and they are sometimes insistently said to be true but they are stories in both cases and there are very few films even in avant garde art that don't imply or quietly slip into narrative this story element is important and is closely connected with the simplest fact about moving pictures they do move even the older meanings of the word film a membrane a covering a veil an emanation now seem to have something to do with moving pictures many people believe films are an instrument of illusion an emphatic way of seeing what is not there and this capacity has been both celebrated and condemned like a movie mostly means like some sort of fairy tale but what about the reverse proposition that more than any other invention film brings us close to the world as it actually is photography is truth a character says in a film by jean luc godard and cinema is the truth twenty four times per second the same claim is made every day albeit less epigrammatically by newsreels and surveillance cameras in this very short introduction michael wood provides a brief history and examination of the nature of the medium of film considering its role and impact on society as well as its future in the digital age 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

bloodied toy soldiers gilded shopping carts and lego concentration camps contemporary art is supposed to be a realm of freedom where artists shock break taboos and switch between confronting viewers with works of great profundity and jaw dropping triviality but away from shock tactics in the gallery there are many unanswered questions what is contemporary about contemporary art what effect do politics and big business have on art and who really runs the art world previously published as art incorporated this controversial and witty very short introduction is an exploration of the global art scene that will change the way you see contemporary art book jacket

what do we mean by development how can citizens governments and the international community foster development the process by which nations escape poverty and achieve economic and social progress has been the subject of extensive examination for hundreds of years the notion of development itself has evolved from an original preoccupation with incomes and economic growth to a much broader understanding of development in this very short introduction ian goldin considers the contributions that education health gender equity and other dimensions of human well being make to development and discusses why it is also necessary to include the role of institutions and the rule of law as well as sustainability and environmental concerns 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

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

today many people take reading for granted but we remain some way off from attaining literacy for the global human population and whilst we think we know what reading is it remains in many ways a mysterious process or set of processes the effects of reading are myriad it can be informative distracting

moving erotically arousing politically motivating spiritual and much much more at different times and in different places reading means different things in this very short introduction belinda jack explores the fascinating history of literacy and the opportunities reading opens for much of human history reading was the preserve of the elite and most reading meant being read to innovations in printing paper making and transport combined with the rise of public education from the late eighteenth century on brought a dramatic rise in literacy in many parts of the world established links between a nation's levels of literacy and its economy led to the promotion of reading for political ends but equally reading has been associated with subversive ideas leading to censorship through multiple channels denying access to education controlling publishing destroying libraries and even the burning of authors and their works indeed the works of voltaire were so often burned that an enterprising parisian publisher produced a fire proof edition decorated with a phoenix but as jack demonstrates reading is a collaborative act between an author and a reader and one which can never be wholly controlled telling the story of reading from the ancient world to digital reading and restrictions today belinda jack explores why it is such an important aspect of our society 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

focusing on highly topical issues such as torture arbitrary detention privacy and discrimination this book will help readers to understand for themselves the controversies and complexities behind human rights

what is nothing what remains when you take all the matter away can empty space a void exist this very short introduction explores the science and history of the elusive void from aristotle's theories to black holes and quantum particles and why the latest discoveries about the vacuum tell us extraordinary things about the cosmos

advertising is riddled with myths and misunderstandings it is believed to be both immensely powerful yet immensely wasteful to increase economic prosperity and to be morally questionable neither its historic origins nor its modern operations are well understood this very short introduction will tell the truth about how advertising works

eminent biblical scholar michael d coogan offers here a wide ranging and stimulating exploration of the old testament illuminating its importance as history literature and sacred text coogan explains the differences between the bible of jewish tradition the hebrew bible and the old testament of christianity and also examines the different contents of the bibles used by roman catholics eastern orthodox christians and protestants he looks at the rise of modern biblical scholarship as well as the recovery of ancient near eastern literatures and their significance for biblical interpretation coogan explores the use of invented dialogue and historical fiction in the old testament the presence of mythic elements in apparently historical accounts and the relationship of ancient israelite myths to those of their neighbors the book considers the old testament's idea of divine justice especially in ecclesiastes and job and looks at notions of the afterlife in the ancient near east and in ancient israel coogan highlights the significance of the history and literature of the old testament and describes how non biblical evidence such as archaeological data and texts has placed the old testament in a larger and more illuminating context the book also discusses law and ritual in the bible as well as the biblical understandings of prophecy here then is a marvelous overview of one of the great pillars of

western religion and culture a book whose significance has endured for thousands of years and which remains vitally important today for jews christians and muslims worldwide about the series oxford s very short introductions offers concise and original introductions to a wide range of subjects from islam to sociology politics to classics and literary theory to history not simply a textbook of definitions each volume provides trenchant and provocative yet always balanced and complete discussions of the central issues in a given topic every very short introduction gives a readable evolution of the subject in question demonstrating how it has developed and influenced society whatever the area of study whatever the topic that fascinates the reader the series has a handy and affordable guide that will likely prove indispensable

having spent centuries in the shadows of its neighbours china and japan korea is now the object of considerable interest for radically different reasons the south as an economic success story and for its vibrant popular culture the north as the home to one of the world s most repressive regimes at once both bizarre and menacing this very short introduction explores the history culture and society of a deeply divided region michael seth considers what it means to be korean and analyses how the various peoples of the korean peninsula became one of the world s most homogeneous nations before exploring how this nation evolved in a single lifetime into today s sharply contrasting societies he also discusses how korea fits into the larger narrative of both east asian and world history economically politically and socially 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

studying marketing is packed full of lively debate and funny anecdotes covering topics marketing students are familiar with such as key thinkers and concepts and some they are not it looks at areas most textbooks ignore such as the development of marketing as a discipline and as an academic subject and raises arguments that students haven t heard about in their lectures conceived by chris grey as an antidote to conventional textbooks each book in the very short fairly interesting and reasonably cheap series takes a core area of the curriculum and turns it on its head by providing a critical and sophisticated overview of the key issues and debates in an informal conversational and often humorous way suitable for marketing students at undergraduate and postgraduate level along with professionals involved in marketing and anyone interested in how marketing works

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From Fahrenheit to Celsius: Understanding the Conversion of 7°F

Temperature is a fundamental concept in science and everyday life. We experience it constantly, whether it's the chilly air on a winter morning or the scorching heat of a summer afternoon. However, different parts of the world use different scales to measure temperature: Celsius (°C) and Fahrenheit (°F). This article will focus specifically on converting 7 degrees Fahrenheit (°F) to its Celsius (°C) equivalent. We will explore the underlying formula and provide practical examples to illustrate the process.

Understanding the Temperature Scales

Before delving into the conversion, it's crucial to understand the differences between the Fahrenheit and Celsius scales. The Fahrenheit scale, developed by Daniel Gabriel Fahrenheit in the early 18th century, sets the freezing point of water at 32°F and the boiling point at 212°F. The Celsius scale, also known as the centigrade scale, is more widely used internationally. It defines the freezing point of water as 0°C and the boiling point as 100°C. This consistent 100-degree difference between freezing and boiling makes the Celsius scale more convenient for many scientific applications.

The Conversion Formula: From Fahrenheit to Celsius

The conversion from Fahrenheit to Celsius is achieved using a simple yet precise formula: $^{\circ}\text{C} = (^{\circ}\text{F} - 32) \times \frac{5}{9}$. This formula subtracts 32 from the Fahrenheit temperature, effectively shifting the zero point to match the Celsius scale's freezing point of water. Then, it multiplies the result by 5/9 to account for the different scales' ranges between freezing and boiling points.

Converting 7°F to Celsius

Let's apply the formula to convert 7°F to Celsius: $^{\circ}\text{C} = (7^{\circ}\text{F} - 32) \times \frac{5}{9}$ $^{\circ}\text{C} = (-25) \times \frac{5}{9}$ $^{\circ}\text{C} = -13.89^{\circ}\text{C}$ (approximately). Therefore, 7°F is equivalent to approximately -13.89°C. This signifies a temperature significantly below freezing point, indicating a cold environment.

Practical Applications and Scenarios

Understanding temperature conversions is essential in various situations. For example, meteorologists use these conversions to report weather conditions accurately to a global audience. International collaborations in scientific research often require standardizing temperature measurements using the Celsius scale.

Furthermore, industries such as food processing and pharmaceuticals rely heavily on accurate temperature control, demanding a clear understanding of both scales and the conversion methods. Imagine you're planning a trip to a location where the average temperature is reported as 7°F. Knowing that this is roughly -13.89°C allows you to pack appropriately for the extremely cold conditions, avoiding potential health risks from hypothermia. Similarly, a scientist working with a chemical reaction requiring a precise temperature needs to be able to accurately convert between Fahrenheit and Celsius to ensure the experiment's success.

Importance of Accuracy and Precision

When performing temperature conversions, it's crucial to maintain accuracy. Rounding off figures too early can lead to significant errors, especially in scientific or industrial contexts. While -13.89°C is a reasonably accurate representation, using more decimal places might be necessary depending on the application's precision requirements. For example, in a scientific experiment, -13.888...°C would be more precise.

Summary

Converting between Fahrenheit and Celsius is a straightforward process using a readily available formula. Understanding the underlying differences between the two scales and the implications of the conversion is essential in diverse fields. The conversion of 7°F to -13.89°C highlights the significant difference between the two scales and demonstrates the practical application of the conversion formula in everyday situations and scientific research. Mastering this conversion is crucial for accurate communication and effective problem-solving in various settings.

Frequently Asked Questions (FAQs)

1. Why are there two different temperature scales? Historically, different scales developed independently, leading to the coexistence of Fahrenheit and Celsius. While Celsius is predominantly used internationally, Fahrenheit remains common in some countries. 2. Can I use a calculator to convert Fahrenheit to Celsius? Yes, many scientific and standard calculators have built-in functions or allow for direct input of the conversion formula. Online converters are also readily available. 3. What is the significance of the 32°F subtraction in the conversion formula? This accounts for the difference in the freezing point of water between the two scales (32°F vs 0°C). 4. Is it always necessary to be precise to several decimal places when converting? The level of precision required depends on the context. While -13.89°C is generally sufficient for everyday purposes, scientific or industrial applications may necessitate greater precision. 5. Are there other temperature scales besides Fahrenheit and Celsius? Yes, other scales exist, such as Kelvin, which is widely used in scientific work and has an absolute zero point.

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