

Microeconomics A Very Short Introduction

Design: A Very Short Introduction Philosophy: A Very Short Introduction Mathematics: A Very Short Introduction History Bestsellers Measurement Information: A Very Short Introduction Modern Art: A Very Short Introduction Thinking and Reasoning Typography: A Very Short Introduction Theatre Hume: A Very Short Introduction Education Buddhist Ethics: A Very Short Introduction Astrobiology: A Very Short Introduction Work: A Very Short Introduction Cryptography: A Very Short Introduction Genes: A Very Short Introduction Wittgenstein: A Very Short Introduction Gravity: A Very Short Introduction John Heskett Edward Craig Timothy Gowers John H. Arnold John Sutherland David J. Hand Luciano Floridi David Cottington Jonathan St B. T. Evans Paul Luna Marvin Carlson Alfred Ayer Gary Thomas Damien Keown David C. Catling Stephen Fineman Fred Piper Jonathan Slack A. C. Grayling Timothy Clifton

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this book will transform the way you think about design by showing how integral it is to our daily lives from the spoon we use to eat our breakfast cereal to the medical equipment used to save lives john heskett goes beyond style and taste to look at how different cultures and individuals personalise objects

philosophy introduces important themes in ethics knowledge and the self via readings from plato aristotle darwin and buddhist writers it explains how areas of philosophy relate and explores the contexts in which philosophy was and is done

the aim of this volume is to explain the differences between research level mathematics and the maths taught at school most differences are philosophical and the first few chapters are about general aspects of mathematical thought

there are many stories we can tell about the past and we are not perhaps as free as we might imagine in our choice of which stories to tell or where those stories end john arnold s very short

introduction is a stimulating essay about how we study and understand history the book begins by inviting us to think about various questions provoked by our investigation of history and explores the ways these questions have been answered in the past concepts such as causation interpretation and periodization are introduced by means of concrete examples of how historians work giving the reader a sense of the excitement of discovering not only the past but also ourselves 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

i rejoice said doctor johnson to concur with the common reader for the last century the tastes and preferences of the common reader have been reflected in the american and british bestseller lists and this very short introduction takes an engaging look through the lists to reveal what we have been reading and why john sutherland shows that bestseller lists monitor one of the strongest pulses in modern literature and are therefore worthy of serious study along the way he lifts the lid on the bestseller industry examines what makes a book into a bestseller and asks what separates bestsellers from canonical fiction exploring the relationship between bestsellers and the fashions ideologies and cultural concerns of the day the book includes short case studies and lively summaries of bestsellers through the years from in his steps now almost totally forgotten but the biggest all time bestseller between 1895 and 1945 to gone with the wind and the andromeda strain and the da vinci code 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

measurement is a fundamental concept that underpins almost every aspect of the modern world it is central to the sciences social sciences medicine and economics but it affects everyday life we measure everything from the distance of far off galaxies to the temperature of the air levels of risk political majorities taxes blood pressure iq and weight the history of measurement goes back to the ancient world and its story has been one of gradual standardization today there are different types of measurement levels of accuracy and systems of units applied in different contexts measurement involves notions of variability accuracy reliability and error and challenges such as the measurement of extreme values in this very short introduction david hand explains the common mathematical framework underlying all measurement the main approaches to measurement and the challenges involved following a brief historical account of measurement he discusses measurement as used in the physical sciences and engineering the life sciences and medicine the social and behavioural sciences economics business and public policy 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

introduction 1 the information revolution 2 the language of information 3 mathematical information 4 semantic information 5 physical information 6 biological information 7 economic information 8 the ethics of information conclusion references

as public interest in modern art continues to grow there is a real need for a book that will engage general readers offering them not only information and ideas about modern art but also explaining its contemporary relevance and its history this book does just that

our extraordinary capacity to reason and solve problems sets us aside from other animals but our evolved thinking processes also leave us susceptible to bias and error the study of thinking and reasoning goes back to aristotle and was one of the first topics to be studied when psychology separated from philosophy in this very short introduction jonathan evans explores cognitive psychological approaches to understanding the nature of thinking and reasoning problem solving and decision making he shows how our problem solving capabilities are hugely dependent on also having the imagination to ask the right questions and the ability to see things from a completely new perspective beginning by considering the approaches of the behaviourists and the gestalt psychologists he moves on to modern explorations of thinking including hypothetical thinking conditionals deduction rationality and intuition covering the role of past learning iq and cognitive biases evans also discusses the idea that there may be two different ways of thinking arising from our evolutionary history 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

typography the art of designing printed words was once the domain of an elite few artists but has become an area with which millions of people engage daily the widespread usage of digital devices from laptops to tablets and smart phones which are used for written communications means that we are regularly asked to make decisions about the fonts sizes and layouts we use in our writing this broadening engagement with the field of typography has led to a perceptible shift from debates about legibility and technicalities to conversations about which fonts best reflect the writer s personality or style in this very short introduction paul luna offers a broad definition of typography as design for reading whether in print or on screens where a set of visual choices are taken to make a written message more accessible more easily transmitted more significant or more attractive considering the development of letterforms and the shapes of letter we use luna discusses the history behind our modern day letters and fonts before considering the issues behind key typographic decisions and the differences between printed and on screen typography presenting any piece of typography as a fundamental design choice luna introduces the options available today and explores the reasons why key typographic decisions are made 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

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theatre is one of the longest standing art forms of modern civilization taking a global look at how various forms of theatre including puppetry dance and mime have been interpreted and enjoyed this very short introduction explores all aspects of the theatre including its relationship with religion literature and its value worldwide

hume is one of the greatest of all british philosophers and even in his own lifetime was celebrated as one of the pivotal figures of the enlightenment a central theme of his philosophy is the conviction that questions traditionally thought of as completely independent of the scientific realm questions about the mind about morality and about god for example are actually best explained using the experimental methods characteristic of the natural sciences hume's naturalist approach to a wide variety of philosophical topics resulted in highly original theories about perception self identity causation morality politics and religion all of which are discussed in this stimulating introduction by a j ayer himself one of the twentieth century's most important philosophers ayer also gives an account of hume's fascinating life and character and includes generous quotations from hume's lucid and often witty writings 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

since the early egyptians human beings have formalised the business of learning setting up a designated environment of some form to pass knowledge and learning on to groups of students in this second edition of his very short introduction gary thomas explores how and why education has evolved as it has examining the ways in which it has responded over the centuries to various influences in politics philosophy and the social sciences focussing on education today he considers especially the controversies over progressive versus formal teaching and also examines education worldwide assessing the accelerating trend on both sides of the atlantic of the move to charter academy and free schools the covid 19 pandemic has dramatically accelerated moves to online learning in schools and universities and in this new edition thomas looks again at curriculums and what shape they should take in a rapidly changing world he asks why action on race gender and social inequality has borne so little fruit thus far questioning the oft made claim of education to be a force for social mobility and offering an analysis on how education may develop over the coming century 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

recent interest in buddhist thought has grown dramatically and with it the desire to understand contemporary ethics from a buddhist perspective looking at issues such as animal rights the environment abortion and cloning the author explains mainstream buddhist teachings on a wide range

of debates

astrobiologists study the origin and evolution of life on earth and the possibility of life beyond earth a question that has fascinated scientists for hundreds of years in this very short introduction david c catling introduces the latest scientific understanding of astrobiology incorporating aspects of microbiology geology and astronomy

the image of a job captures our imagination from an early age usually prompted by the question what do you want to be when you grow up work paid unpaid voluntary or obligatory is woven into the fabric of all human societies for many of us it becomes part of our identity for others it is a tedious necessity living is problematic without paid work and for many it is catastrophic steve fineman tells the fascinating story of work how we strive for security reward and often meaning looking at how we classify work the cultural and social factors that influence the way we work the ethics of certain types of work and the factors that will affect the future of work from globalization to technology this very short introduction considers work as a concept and as a practical experience drawing upon ideas from psychology sociology management and social history 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

a clear and informative introduction to the science of codebreaking explaining what algorithms do how they are used the risks associated with using them and why governments should be concerned

in this exploration of the concept of the gene jonathan slack looks at the discovery nature and role of genes in both evolution and development explaining the nature of genetic variation in the human population how hereditary factors were identified as molecules of dna and how certain specific mutations can lead to disease slack highlights how dna variants are used to trace human ancestry and migration and can also be used by forensic scientists to identify individuals in crime he also explores issues such as the role of genetic heritability and iq as well as the changes that occur in the genes of populations during evolution an ideal guide for anyone curious about what genes are and how genetics can be put to use this very short introduction demonstrates the ways in which the gene concept has been understood and used by molecular biologists population biologists and social scientists around the world 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

ludwig wittgenstein 1889 1951 was an extraordinarily original philosopher whose influence on twentieth century thinking goes well beyond philosophy itself in this book which aims to make wittgenstein's thought accessible to the general non specialist reader a c grayling explains the nature and impact of

wittgenstein s views he describes both his early and later philosophy the differences and connections between them and gives a fresh assessment of wittgenstein s continuing influence on contemporary thought 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

gravity is one of the four fundamental interactions that exist in nature it also has the distinction of being the oldest weakest and most difficult force to quantize understanding gravity is not only essential for understanding the motion of objects on earth but also the motion of all celestial objects and even the expansion of the universe itself it was the study of gravity that led einstein to his profound realisations about the nature of space and time gravity is not only universal it is also essential for understanding the behaviour of the universe and all astrophysical bodies within it in this very short introduction timothy clifton looks at the development of our understanding of gravity since the early observations of kepler and newtonian theory he discusses einstein s theory of gravity which now supplants newton s showing how it allows us to understand why the frequency of light changes as it passes through a gravitational field why gps satellites need their clocks corrected as they orbit the earth and why the orbits of distant neutron stars speed up today almost 100 years after einstein published his theory of gravity we have even detected the waves of gravitational radiation that he predicted clifton concludes by considering the testing and application of general relativity in astrophysics and cosmology and looks at dark energy and efforts such as string theory to combine gravity with quantum mechanics 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

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