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For courses in Internet Marketing or E-marketing. Traditional marketing coverage with an e-marketing twist. Strauss/Frost offers traditional marketing coverage with a twist: its focus is on the Internet and other technologies that have had a profound effect on marketing. This edition reflects the disruption to the marketing field based on social media. The bestselling workbook and grammar guide, revised and updated! Hailed as one of the best books around for teaching grammar, The Blue Book of Grammar and Punctuation includes easy-to-understand rules, abundant examples, dozens of reproducible quizzes, and pre- and post-tests to help teach grammar to middle and high schoolers, college students, ESL students, homeschoolers, and more. This concise, entertaining workbook makes learning English grammar and usage simple and fun. This updated 12th edition reflects the latest updates to English usage and grammar, and includes answers to all reproducible quizzes to facilitate self-assessment and learning. Clear and concise, with easy-to-follow explanations, offering "just the facts" on English grammar, punctuation, and usage Fully updated to reflect the latest rules, along with even more quizzes and pre- and post-tests to help teach grammar Ideal for students from seventh grade through adulthood in the US and abroad For anyone who wants to understand the major rules and subtle guidelines of English grammar and usage, The Blue Book of Grammar and Punctuation offers comprehensive, straightforward instruction. The first comprehensive examination of the debate between Leo Strauss and Alexandre Kojève on the subject of philosophy and tyranny. On Tyranny remains a perennial favorite, possessing a timelessness that few philosophical or scholarly debates have ever achieved. On one hand, On Tyranny is the first book-length work in Leo Strauss’s extended study of Xenophon, and his “Restatement” retains a vivacity and directness that is sometimes absent in his later works. On the other, “Tyranny and Wisdom” is perhaps the most succinct yet fullest articulation of Alexandre Kojève’s overall political thought, and it presents what may be the most uncompromising alternative to Strauss’s position as a whole. This volume contains for the first time a comprehensive and critical examination of the debate from scholars well versed in the thought of Strauss, Kojève, Hegel, Heidegger, and the end of history thesis. Of particular interest will be the appendix, which offers for the first time Kojève’s unabridged response to Strauss, a response previously available only from the Fonds Kojève at Le Bibliothèque Nationale de France. Accessible to students and scholars alike, this volume works equally well in the classroom and as a resource for more advanced research. Timothy W. Burns is Professor of Political Science at Baylor University and the editor of Brill’s Companion to Leo Strauss’ Writings on Classical Political Thought. Bryan-Paul Frost is Elias “Bo” Ackal Jr./BORSF Endowed Professor of Political Science at the University of Louisiana at Lafayette and the coeditor (with Jeremy J. Mhire) of The Political Theory of Aristophanes: Explorations in Poetic Wisdom, also published by SUNY Press. The Philadelphia Orchestra is the most-recorded orchestra in the United States. This discography contains a chronological list of recordings, detailing works performed, conductors, soloists, dates, venues, producers, and matrix information
for 78-rpm recordings. Isaiah Berlin’s liberalism seems both dated and essential in an era of ideological extremes. Berlin’s vision of liberalism rejected metaphysics, philosophies of history, and particular conceptions of the good, setting a pattern for Anglo-American political thought that is still influential and may offer resources for understanding the resurgence of ideology in the twenty-first century, but one that also seems to be firmly embedded in the Cold War opposition of liberalism against Marxism. In this volume, ten political theorists reconsider Berlin’s thought—especially his famous essay, “Two Concepts of Liberty”—in the light of contemporary political developments such as populism. Several contributors focus on Berlin’s neglected idea of political “maturity” as holding a key to his thought, making it an important site of contestation over his legacy. Others analyse Berlin’s notoriously fraught definition of liberty and his understanding of value pluralism; situate him as a Cold War liberal; and relate his work to that of contemporaries such as Raymond Aron and Leo Strauss. This book was originally published as a special issue of Critical Review. "Leo Strauss is known to many people as a thinker of the right, who inspired hawkish views on national security and perhaps even advocated war without limits. Moving beyond gossip and innuendo about Strauss's followers and the Bush administration, this book provides the first comprehensive analysis of Strauss's writings on political violence, considering also what he taught in the classroom on this subject. In stark contrast to popular perception, Strauss emerges as a man of peace, favorably disposed to international law and skeptical of imperialism - a critic of radical ideologies (right and left) who warns of the dangers to free thought and civil society when philosophers and intellectuals ally themselves with movements that advocate violence. Robert Howse provides new readings of Strauss's confrontation with fascist/Nazi jurist Carl Schmitt, his debate with Alexandre Kojève about philosophy and tyranny, and his works on Machiavelli and Thucydides and examines Strauss's lectures on Kant's Perpetual Peace and Grotius's Rights of War and Peace"-- In the winter of 1965, Leo Strauss taught a seminar on Hegel at the University of Chicago. While Strauss neither considered himself a Hegelian nor wrote about Hegel at any length, his writings contain intriguing references to the philosopher, particularly in connection with his studies of Hobbes, in his debate in On Tyranny with Alexandre Kojève; and in his account of the “three waves” of modern political philosophy. Leo Strauss on Hegel reconstructs Strauss’s seminar on Hegel, supplemented by passages from an earlier version of the seminar from which only fragments of a transcript remain. Strauss focused his seminar on the lectures collected in The Philosophy of History, which he considered more accessible than Hegel’s written works. In his own lectures on Hegel, Strauss continues his project of demonstrating how modern philosophers related to ancient thought and explores the development and weaknesses of modern political theory. Strauss is especially concerned with the relationship in Hegel between empirical history and his philosophy of history, and he argues for the primacy of religion in Hegel’s understanding of history and society. In addition to a relatively complete transcript, Leo Strauss on Hegel also includes annotations, which bring context and clarity to the text. With close to 15,000 entries, this bibliography is the most comprehensive guide to published writing in the tradition of Leo Strauss, who lived from 1899 to 1973 and was one of the most influential political philosophers of the twentieth century. John A. Murley provides Strauss's own complete bibliography and identifies the work of hundreds of Strauss's students and their students' students. Leo Strauss and His Legacy charts the path of influence of a beloved teacher and mentor, a deep and lasting heritage that permeates the classroom of the twenty-first century. Each new generation of students of political philosophy will find this bibliography an indispensable resource. For courses in Internet Marketing or E-marketing This book teaches marketers how to engage and listen to buyers, and how to use what they learn to improve their offerings in today’s Internet- and social media-driven marketing environment. It brings traditional marketing coverage up-to-date with a thorough, incisive look at e-marketing planning and marketing mix tactics from a strategic and tactical perspective. The focus is on the Internet and other technologies that have had a profound effect on how marketing is approached today. Included is coverage of marketing planning; legal and global environments; e-marketing strategy; and marketing mix and customer relationship management strategy and implementation issues. A major revision, this seventh edition reflects the disruption to the marketing field brought about by social media. As such it covers many new topics that represent the changes in e-marketing practice in the past two years. Because of the ever-changing landscape of the Internet, the authors suggest reading this book, studying the material, and then going online to learn more about topics of interest. Features: Better understanding of new concepts in today’s electronic marketplace is accomplished as the book puts that new terminology into traditional marketing frameworks. Readers are encouraged to exercise critical thinking and attention to their own online behavior in order to better understanding the e-
marketer’s perspective, strategies, and tactics—think like a marketer. Although the focus is on e-marketing in the United States, readers also see a global perspective in the coverage of market developments in both emerging and developed nations. An entire chapter devoted to law and ethics, and contributed by a practicing attorney, updates readers on the latest changes in this critical area. Readers are guided in learning a number of e-marketing concepts with the help of some outstanding pedagogical features: -Marketing concept grounding helps readers make the connection between tradition and today. Material in each chapter is structured around a principle of marketing framework, followed by a look at how the internet has changed the structure or practice, providing an ideal bridge from previously learned material. -Learning objectives set the pace and the goals for the material in each chapter. -Best practices from real companies tell success stories, including new examples of firms doing it right. -Graphical frameworks serve as unique e-marketing visual models illustrating how each chapter fits among others. -Chapter summaries help readers review and refresh the material covered. -Key terms are identified in bold text within the chapter to alert readers to their importance. -Review and discussion questions are another device to be used for refreshing readers’ understanding of the material in the chapter. -Web activities at the end of each chapter help readers become further involved in the content. -This revision reflects the disruption to the marketing field based on social media. A major revision from the sixth edition, it includes many new topics, as dictated by changes in e-marketing practice in the past two years. -Three important Appendices include internet adoption statistics, a thorough glossary, and book references. NEW. Students get a broader look at social media as it is now integrated throughout the book, instead of confined to one chapter. NEW. A look at new business models continues and strengthens the approach of learning from real life examples. Added and described in detail are such models as social commerce (and Facebook commerce), mobile commerce and mobile marketing, social CRM, crowsourcing, and many important less pervasive models such as crowdfunding, freemium, and flash sales. NEW. Chapters 12, 13 and 14 were completely rewritten to reflect the move from traditional marketing communication tools to the way practitioners currently describe IMC online: owned, paid, and earned media. NEW. Readers see examples of many new and interesting technologies that are today providing marketing opportunities, both in the Web 2.0 and 3.0 sections. NEW. The chapter-opening vignettes continue to play an important role in illustrating key points. Two new vignettes and new discussion questions about each chapter opening vignette are included. NEW. Included are many new images in every chapter, plus updated “Let’s Get Technical” boxes. NEW. Other chapter-specific additions that further enhance understanding of the concepts include: -More social media performance metrics (Ch. 2) -“Big data” and social media content analysis (Ch. 6) -New consumer behavior theory and “online giving” as a new exchange activity (Ch. 7) -Social media for brand building (Ch. 9) -App pricing and web page pricing tactics (Ch. 10) Publisher description New edition of a text that provides a practical approach to analyzing, planning and implementing marketing strategies, with a focus on the creative process involved in applying the knowledge and concepts to the development and implementing of ideas. The core of the planning framework is the organization. For Introduction to Business courses. This best-selling text by Ricky Griffin and Ronald Ebert provides students with a comprehensive overview of all the important functions of business. Each edition has introduced cutting-edge firsts while ensuring the underlying principles that guided its creation, Doing the Basics Best, were retained. The seventh edition focuses on three simple rules: Learn, Evaluate, Apply. - NEW- Chapter 2: Understanding the Environments of Business - This new chapter puts business operations in a contemporary context, explaining the idea of organizational boundaries and describing the ways in which elements from multiple environments cross those boundaries and shape organizational activities. This chapter sets the stage as an introduction to some of the most important topics covered in the rest of the book, for example: - The Economics Environment includes the role of aggregate output, standard of living, real growth rate; GDP per capita; real GDP; purchasing power parity; and the Consumer Price Index. - The Technology Environment includes special attention to new tools for competitiveness in both goods and services and business process technologies, plus e Revised and updated, this long-awaited second edition provides a comprehensive introduction to the most important American statesmen, activists, and writers regardless of the historical era or political persuasion. In this powerful, unforgettable memoir, acclaimed novelist Darin Strauss examines the far-reaching consequences of the tragic moment that has shadowed his whole life. In his last month of high school, he was behind the wheel of his dad's Oldsmobile, driving with friends, heading off to play mini-golf. Then: a classmate swerved in front of his car. The collision resulted in her death. With piercing insight and stark prose, Darin Strauss leads us on a deeply personal, immediate, and emotional
journey—graduating high school, going away to college, starting his writing career, falling in love with his future wife, becoming a father. Along the way, he takes a hard look at loss and guilt, maturity and accountability, hope and, at last, acceptance. The result is a staggering, uplifting tour de force. Look for special features inside, including an interview with Colum McCann. For courses in Internet Marketing or E-marketing. Traditional marketing coverage with an e-marketing twist. Strauss/Frost offers traditional marketing coverage with a twist: its focus is on the Internet and other technologies that have had a profound effect on marketing. This edition reflects the disruption to the marketing field based on social media. The first comprehensive examination of the debate between Leo Strauss and Alexandre Kojève on the subject of philosophy and tyranny. On Tyranny remains a perennial favorite, possessing a timelessness that few philosophical or scholarly debates have ever achieved. On one hand, On Tyranny is the first book-length work in Leo Strauss’s extended study of Xenophon, and his “Restatement” retains a vivacity and directness that is sometimes absent in his later works. On the other, “Tyranny and Wisdom” is perhaps the most succinct yet fullest articulation of Alexandre Kojève’s overall political thought, and it presents what may be the most uncompromising alternative to Strauss’s position as a whole. This volume contains for the first time a comprehensive and critical examination of the debate from scholars well versed in the thought of Strauss, Kojève, Hegel, Heidegger, and the end of history thesis. Of particular interest will be the appendix, which offers for the first time Kojève’s unabridged response to Strauss, a response previously available only from the Fonds Kojève at Le Bibliothèque Nationale de France. Accessible to students and scholars alike, this volume works equally well in the classroom and as a resource for more advanced research. A captivating blend of personal biography and public drama, The Wise Men introduces the original best and brightest, leaders whose outsized personalities and actions brought order to postwar chaos: Averell Harriman, the freewheeling diplomat and Roosevelt's special envoy to Churchill and Stalin; Dean Acheson, the secretary of state who was more responsible for the Truman Doctrine than Truman and for the Marshall Plan than General Marshall; George Kennan, self-cast outsider and intellectual darling of the Washington elite; Robert Lovett, assistant secretary of war, undersecretary of state, and secretary of defense throughout the formative years of the Cold War; John McCloy, one of the nation's most influential private citizens; and Charles Bohlen, adroit diplomat and ambassador to the Soviet Union. Broadens the horizons of Strauss’s thought by initiating dialogues between him and figures with whom little or no dialogue has yet occurred. Leo Strauss's readings of historical figures in the philosophical tradition have been justly well explored; however, his relation to contemporary thinkers has not enjoyed the same coverage. In Leo Strauss and Contemporary Thought, an international group of scholars examines the possible conversations between Strauss and figures such as Walter Benjamin, Jacques Derrida, Michel Foucault, Charles Taylor, and Hans Blumenberg. The contributors examine topics including religious liberty, the political function of comedy, law, and the relation between the Ancients and the Moderns, and bring Strauss into many new and original discussions that will be of use to those interested in the thought of Strauss, the history of philosophy and political theory, and contemporary continental thought. Jeffrey A. Bernstein is Professor of Philosophy at the College of the Holy Cross and the author of Leo Strauss on the Borders of Judaism, Philosophy, and History, also published by SUNY Press. Jade Larissa Schiff is Assistant Professor of Politics at Oberlin College and the author of Burdens of Political Responsibility: Narrative and the Cultivation of Responsiveness. Traditional marketing coverage with an e-marketing twist. Strauss/Frost offers traditional marketing coverage with a twist: its focus is on the Internet and other technologies that have had a profound effect on marketing. The sixth edition focuses more on e-marketing strategy and practice, and less on principles of marketing refresher material. This book compares the thought of Michael Oakeshott and Leo Strauss, bringing Oakeshott’s desire for a renaissance of poetic individuality into dialogue with Strauss’s recovery of the universality of philosophical enlightenment. Starting from the conventional understanding of these thinkers as important voices of twentieth-century conservatism, McIwain traces their deeper and more radical commitments to the highpoints of human achievement and their shared concerns with the fate of traditional inheritances in modernity, the role and meaning of history, the intention and meaning of political philosophy, and the problem of politics and religion. The book culminates in an articulation of the positions of Oakeshott and Strauss as part of the quarrel of poetry and philosophy, revealing the ongoing implications of their thinking in terms of the profound spiritual and political questions raised by modern thinkers such as Hobbes, Hegel, Nietzsche and Heidegger and leading back to foundational figures of Western civilization including St. Augustine and Socrates. Earlier editions have Judy Strauss as the first named author. Leo Strauss is known to many people as a thinker of the right,
who inspired hawkish views on national security and perhaps advocated war without limits. Moving beyond gossip and innuendo about Strauss's followers and the Bush administration, this book provides the first comprehensive analysis of Strauss's writings on political violence, considering also what he taught in the classroom on this subject. In stark contrast to popular perception, Strauss emerges as a man of peace, favorably disposed to international law and skeptical of imperialism - a critic of radical ideologies who warns of the dangers to free thought and civil society when intellectuals ally themselves with movements that advocate violence. Robert Howse provides new readings of Strauss's confrontation with fascist/Nazi jurist Carl Schmitt, his debate with Alexandre Kojève about philosophy and tyranny, and his works on Machiavelli and Thucydides and examines Strauss's lectures on Kant's Perpetual Peace and Grotius's Rights of War and Peace. The first book-length study of Leo Strauss' understanding of the relation between modern democracy, technology, and liberal education. Liberal democracy is today under unprecedented attack from both the left and the right. Offering a fresh and penetrating examination of how Leo Strauss understood the emergence of liberal democracy and what is necessary to sustain and elevate it, Leo Strauss on Democracy, Technology, and Liberal Education explores Strauss' view of the intimate (and troubling) relation between the philosophic promotion of liberal democracy and the turn to the modern scientific-technological project of the "conquest of nature." Timothy W. Burns explicates the political reasoning behind Strauss' recommendation of reminders of genuine political greatness within democracy over and against the failure of nihilistic youth to recognize it. Elucidating what Strauss envisaged by a liberally-educated sub-political or cultural-level aristocracy—one that could elevate and sustain liberal democracy—and the roles that both philosophy and divine-law traditions should have in that education, Burns also lays out Strauss' frequent (though often tacit) engagement with the thought of Heidegger on these issues. Timoth W. Burns is is Professor and Graduate Program Director of Political Science at Baylor University. His books include Philosophy, History, and Tyranny: Reexamining the Debate between Leo Strauss and Alexandre Kojève (coedited with Bryan-Paul Frost), also published by SUNY Press. New Materialisms brings into focus and explains the significance of the innovative materialist critiques that are emerging across the social sciences and humanities. By gathering essays that exemplify the new thinking about matter and processes of materialization, this important collection shows how scholars are reworking older materialist traditions, contemporary theoretical debates, and advances in scientific knowledge to address pressing ethical and political challenges. In the introduction, Diana Coole and Samantha Frost highlight common themes among the distinctive critical projects that comprise the new materialisms. The continuities they discern include a posthumanist conception of matter as lively or exhibiting agency, and a reengagement with both the material realities of everyday life and broader geopolitical and socioeconomic structures. Coole and Frost argue that contemporary economic, environmental, geopolitical, and technological developments demand new accounts of nature, agency, and social and political relationships; modes of inquiry that privilege consciousness and subjectivity are not adequate to the task. New materialist philosophies are needed to do justice to the complexities of twenty-first-century biopolitics and political economy, because they raise fundamental questions about the place of embodied humans in a material world and the ways that we produce, reproduce, and consume our material environment. Contributors Sara Ahmed Jane Bennett Rosi Braidotti Pheng Cheah Rey Chow William E. Connolly Diana Coole Jason Edwards Samantha Frost Elizabeth Grosz Sonia Kruks Melissa A. Orlie One of the first major theoretical reviews of schizophrenia since the publication of the 5th edition of the APA’s Diagnostic and Statistical Manual, the DSM-5, this volume is a landmark in the history of schizophrenia research. It assembles recent groundbreaking developments in research on schizophrenia and reaffirms its central place in the mental health research agenda. Significantly, this volume reflects the paradigmatic shift in schizophrenia research applied in parallel to new approaches in psychiatric diagnosis. New models and findings from across disciplines in recent years reflect a new and greater understanding of the workings of the brain, which, in turn, helps develop our knowledge of the neuro and psychological processes in schizophrenia. Consequently, this volume illustrates a historical convergence of psychology, psychopathology and the neurosciences in schizophrenia. World-renowned leaders of the schizophrenia research community in fields such as neuroscience, psychiatry, neuropsychology, and clinical psychology offer clear suggestions for further advances in psychological and medical interventions, assessment, prevention strategies, and research. And in keeping with other titles in the Nebraska Symposium on Motivation series, these papers are noteworthy for their depth of detail, scientific rigor, and clinical relevance. Included among the topics: Cognitive organization as a dimension of individual differences and psychopathology. Neurodevelopmental genomic
strategies in the study of the psychosis spectrum. Multimodal brain and behavior indices of psychosis risk. The NIMH Research Domain Criteria Project: new approaches to classifying psychotic spectrum disorders. The Neuropsychopathology of Schizophrenia is one of the most forward-thinking and engaging treatments of the field in recent years, and is an indispensable text for all researchers, academics, and clinicians who treat or study mental illness, especially psychiatrists, psychologists, mental health practitioners, and neuroscientists specializing in schizophrenia. "English translation originally published in 2016 by Faber and Faber Limited, Great Britain"--Title page verso. Labor's End traces the discourse around automation from its origins in the factory to its wide-ranging implications in political and social life. As Jason Resnikoff shows, the term automation expressed the conviction that industrial progress meant the inevitable abolition of manual labor from industry. But the real substance of the term reflected industry's desire to hide an intensification of human work--and labor's loss of power and protection--behind magnificent machinery and a starry-eyed faith in technological revolution. The rhetorical power of the automation ideology revealed and perpetuated a belief that the idea of freedom was incompatible with the activity of work. From there, political actors ruled out the workplace as a site of politics while some of labor's staunchest allies dismissed sped-up tasks, expanded workloads, and incipient deindustrialization in the name of technological progress. "Alexandre Kojève: A Man of Influence offers a multifaceted approach to the work of Alexandre Kojève, in which eleven international scholars combine their perspectives on key aspects of the Russo-French thinker's work. The result: an original reappraisal of its significance that prompts a better understanding of the contemporary world"--

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