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In The Very Idea of Organization Krijnen develops a new philosophical methodology for a social ontology in general and an organizational ontology in particular by rejuvenating the Kantian and Hegelian tradition of philosophy. RKO Radio Pictures existed in an atmosphere of almost chaos, from its optimistic beginnings in 1928 until it collapsed into ruins at the hands of Howard Hughes nearly 30 years later. Yet in that show history RKO made some of the greatest films and featured some of the finest talents ever to emerge from Hollywood. That Is Not a Good Idea! is a hilarious, interactive picture book from bestselling author and illustrator Mo Willems, the creator of books like Don't Let the Pigeon Drive the Bus, the Knuffle Bunny series, the Elephant and Piggie series, Goldilocks and the Three Dinosaurs, and many other new classics. Inspired by the evil villains and innocent damsels of silent movies, Willems tells the tale of a hungry fox who invites a plump goose to dinner. As with the beloved Pigeon books, kids will be calling out the signature refrain and begging for repeated readings. The funny details in the full-color illustrations by three-time Caldecott Honoree Mo Willems will bring nonstop laughter to story time. Solène Marchand begins an impassioned affair with a member of her daughter's favorite boy band. An inviting, fascinating compendium of twenty-one of history's most famous lost places, from the Tower of Babel to the Twin Towers Buildings are more like us than we realize. They can be born into wealth or poverty, enjoying every privilege or struggling to make ends meet. They have parents—gods, kings and emperors, governments, visionaries and madmen—as well as friends and enemies. They have duties and responsibilities. They can endure crises of faith and purpose. They can succeed or fail. They can live. And, sooner or later, they die. In Fallen Glory, James Crawford uncovers the biographies of some of the world's most fascinating lost and ruined buildings, from the dawn of civilization to the cyber era. The lives of these iconic structures are packed with drama and intrigue. Soap operas on the grandest scale, they feature war and religion, politics and art, love and betrayal, catastrophe and hope. Frequently their afterlives have been no less dramatic—their memories used and abused down the millennia for purposes both sacred and profane. They provide the stage for a startling array of characters, including Gilgamesh, the Cretan Minotaur, Agamemnon, Nefertiti, Genghis Khan, Henry VIII, Catherine the Great, Adolf Hitler, and even Bruce Springsteen. The twenty-one structures Crawford focuses on include The Tower of Babel, The Temple of Jerusalem, The Library of Alexandria, The Bastille, Kowloon Walled City, the Berlin Wall, and the Twin Towers of the World Trade Center. Ranging from the deserts of Iraq, the banks of the Nile and the cloud forests of Peru, to the great cities of Jerusalem, Istanbul, Paris, Rome, London and New York, Fallen Glory is a unique guide

to a world of vanished architecture. And, by picking through the fragments of our past, it asks what history's scattered ruins can tell us about our own future. Do you like to be wrong? Shouldn't you? Why do you think "wrong" is "bad"? In *The Very Best Bad Idea*, Kirk Westwood steamrolls the long-held premise that right is good and wrong is bad. He paves the way to give anyone who sees situations differently the permission to be proud of their brilliantly unbridled "bad ideas." In this book, you'll learn about: -- The History of Thinking, and how we might be wired incorrectly for the society we live in today. -- An in depth analysis of popular cliches like "don't reinvent the wheel" and "build a better mousetrap" and why we might need to "make friends with the mouse". -- Why people should start embracing their unique views of the world as they are the true genesis of innovation and creativity. And so much more! This book speaks to the entrepreneurs, the creatives, the innovators, and the outcasts as they seek out the secret to conquering innovation. It's an unconventional look at a conventional problem. If you're ready to release the "Kreative" and embrace your individual perspective, get ready for the *The Very Best Bad Idea*. This open access book provides a broad context for the understanding of current problems of science and of the different movements aiming to improve the societal impact of science and research. The author offers insights with regard to ideas, old and new, about science, and their historical origins in philosophy and sociology of science, which is of interest to a broad readership. The book shows that scientifically grounded knowledge is required and helpful in understanding intellectual and political positions in various discussions on the grand challenges of our time and how science makes impact on society. The book reveals why interventions that look good or even obvious, are often met with resistance and are hard to realize in practice. Based on a thorough analysis, as well as personal experiences in aids research, university administration and as a science observer, the author provides - while being totally open regarding science's limitations- a realistic narrative about how research is conducted, and how reliable 'objective' knowledge is produced. His idea of science, which draws heavily on American pragmatism, fits in with the global Open Science movement. It is argued that Open Science is a truly and historically unique movement in that it translates the analysis of the problems of science into major institutional actions of system change in order to improve academic culture and the impact of science, engaging all actors in the field of science and academia. This is the first coherent book on literature-based discovery (LBD). LBD is an inherently multi-disciplinary enterprise. The aim of this volume is to plant a flag in the ground and inspire new researchers to the LBD challenge. A New York Times bestseller/Washington Post Notable Book of 2017/NPR Best Books of 2017/Wall Street Journal Best Books of 2017 "This book will serve as the definitive guide to the past and future of health care in America."—Siddhartha Mukherjee, Pulitzer Prize-winning author of *The Emperor of All Maladies* and *The Gene* At a moment of drastic political upheaval, *An American Sickness* is a shocking investigation into our dysfunctional healthcare system - and offers practical solutions to its myriad problems. In these troubled times, perhaps no institution has unraveled more quickly and more completely than American medicine. In only a few decades, the medical system has been overrun by organizations seeking to exploit for profit the trust that vulnerable and sick Americans place in their healthcare. Our politicians have proven themselves either unwilling or incapable of reining in the increasingly outrageous costs faced by patients, and market-based solutions only seem to funnel larger and larger sums of our money into the hands of corporations. Impossibly high insurance premiums and inexplicably large bills have become facts of life; fatalism has set in. Very quickly Americans have been made to accept paying more for less. How did things get so bad so fast? Breaking down this monolithic business into the individual industries—the hospitals, doctors, insurance companies, and drug manufacturers—that together constitute our healthcare system, Rosenthal exposes the recent evolution of American medicine as never before. How did healthcare, the caring endeavor, become healthcare, the highly profitable industry? Hospital systems, which are managed by business executives, behave like predatory lenders, hounding patients and seizing their homes. Research charities are in bed with big pharmaceutical companies, which surreptitiously profit from the donations made by working people. Patients receive bills in code, from entrepreneurial doctors they never even saw. The system is in tatters, but we can fight back. Dr. Elisabeth Rosenthal doesn't just explain the symptoms, she diagnoses and treats the disease itself. In clear and practical terms, she spells out exactly how to decode medical doublespeak, avoid the pitfalls of the pharmaceuticals racket, and get the care you and your family deserve. She takes you inside the doctor-patient relationship and to hospital C-suites, explaining step-by-step the workings of a system badly lacking transparency. This is about what we can do, as individual patients, both to navigate the maze that is American healthcare and also to demand far-reaching reform. *An American Sickness* is the frontline defense against a healthcare system that no longer has our well-being at heart. This book of thoroughly engaging essays from one of today's most prodigious innovators provides a uniquely personal perspective on the lives and achievements of a selection of intriguing figures from the history of science and technology. Weaving together his immersive interest in people and history with insights gathered from his own experiences, Stephen Wolfram gives an ennobling look at some of the individuals whose ideas and creations have helped shape our world today. Contents includes biographical sketches of: Richard Feynman Kurt Godel Alan Turing John von Neumann George Boole Ada Lovelace Gottfried Leibniz Benoit Mandelbrot Steve Jobs Marvin Minsky Russell Towle Bertrand Russell Alfred Whitehead Richard Crandall Srinivasa Ramanujan Solomon Golomb On each page of this fun, rhyming, board book shaped like Bob and Larry, kids meet their favorite VeggieTales characters who encourage them to remember that God loves them very much. Bob the Tomato says: "God made you special, but here is the rest... He loves you so much—he thinks you're the best!" Kids will giggle their way through each page as Bob, Larry, and their Veggie friends share a special message that will last a lifetime! Through imaginative and innovative products, Zonderkidz is feeding young souls. A white child sees a TV news report of a white police officer shooting and killing a black man. "In our family, we don't see color," his mother says, but he sees the colors plain enough. An afternoon in the library's history stacks uncover the truth of white supremacy in America. Racism was not his idea and he refuses to defend it. "The Most Powerful Idea in the World" argues that the very notion of intellectual property drove not only the invention of the steam engine but also the entire Industrial Revolution." -- Back cover. "Where do you get your ideas?" & break;& break;It's a question and a quandary that bedevils every writer. And once you've got an idea, what then? Ideas without a plan, without a purpose, are no more than pleasant thoughts. & break;& break;In *The Writer's Idea Book*, Jack Heffron, former senior editor at *Writer's Digest* Books and Story Press, will help you find the answer. Utilizing over 400 prompts and exercises, you'll generate intriguing ideas and plumb their possibilities to turn them into something amazing. & break;& break;The *Writer's Idea Book* will give you the insight and the self-awareness to create and refine ideas that demand to be transformed into greater works, the kind of compelling, absorbing writing that will have other writers asking "where do you get those ideas?" Walk through five centuries of homes both great and small—from the smoke-filled manor halls of the Middle Ages to today's Ralph Lauren-designed environments—on a house tour like no other, one that delightfully explicates the very idea of "home." You'll see how social and cultural changes influenced styles of decoration and furnishing, learn the connection between wall-hung religious tapestries and wall-to-wall carpeting, discover how some of our most welcome luxuries were born of architectural necessity, and much more. Most of all, *Home* opens a rare window into our private lives—and how we really want to live. New York Times bestseller! If your funny older sister were the former deputy chief of staff to President Barack Obama, her behind-the-scenes political memoir would look something like this... Alyssa Mastromonaco worked for Barack Obama for almost a decade, and long before his run for president. From the then-senator's early days in Congress to his years in the Oval Office, she made Hope and Change happen through blood, sweat, tears, and lots of briefing binders. But for every historic occasion-meeting the queen at Buckingham Palace, bursting in on secret climate talks, or nailing a campaign speech in a hailstorm-there were dozens of less-than-perfect moments when it was up to Alyssa to save the day. Like the time she learned the hard way that there aren't nearly enough bathrooms at the Vatican. Full of hilarious, never-before-told stories, *WHO THOUGHT THIS WAS A GOOD IDEA?* is an intimate portrait of a president, a book about how to get stuff done, and the story of how one woman challenged, again and again, what a "White House official" is supposed to look like. Here Alyssa shares the strategies that made her successful in politics and beyond, including the importance of confidence, the value of not being a jerk, and why ultimately everything comes down to hard work (and always carrying a spare tampon). Told in a smart, original voice and topped off with a couple of really good cat stories, *WHO THOUGHT THIS WAS A GOOD IDEA?* is a promising debut from a savvy political star. Presents a collection of design ideas and more than seven hundred examples from websites to help create an effective Web site. Many books recommend teaching and learning strategies based on current learning research and theory. However, few books offer illustrative examples of how to take these strategies and put them into action in the real world. The *Online Learning Idea Book* is filled with concrete examples of people who make learning more inspiring and engaging every day, in all kinds of settings, all over the world. In this second volume of *The*

Online Learning Idea Book you will find brand new and valuable ideas that you can adopt or adapt in your own instructional materials, to make them more dynamic and more worthwhile for learners and learning. These ideas will let you peek over the shoulders of some of the world's most creative instructors, instructional designers and developers, trainers, media developers, and others in order to help spark creative ideas of your own. This hands-on resource will help you build online instructional materials or improve existing materials including online courses, modules, activities, or supplementary materials for classroom-based courses. This book provides great tips, techniques, and tricks in the following areas: The Design and Development Process, Supporting Learning, Synchronous and Interpersonal Activities, Asynchronous and Self-Paced Activities, and NS Better Media. Within these pages you will discover creative ways to give your online and blended instruction a boost by adopting and adapting great ideas from others. The LEGO® Technic Idea Book: Fantastic Contraptions is a collection of hundreds of working examples of simple yet fascinating Technic models that you can build based on their pictures alone. Each project uses color-coded pieces and is photographed from multiple angles, making it easy to see how the models are assembled without the need for step-by-step instructions. Every model illustrates a different principle, concept, or mechanism that will inspire your own original creations. You're encouraged to use these elements as building blocks to create your own masterpieces. The Technic models in Fantastic Contraptions include working catapults, crawling spiders, and bipedal walkers, as well as gadgets powered by fans, propellers, springs, magnets, and vibration. You'll even learn how to add lights, pneumatics, and solar panels to your own models. This visual guide, the third in the three-volume LEGO Technic Idea Book series, is the brainchild of master builder Yoshihito Isogawa of Tokyo, Japan. Each title is filled with photos of Isogawa's unique models, all of which are designed to fire the imaginations of LEGO builders young and old. Imagine. Create. Invent. Now, what will you build? NOTE: The LEGO Technic Idea Book series uses parts from various Technic sets. If you don't have some of the pieces shown in a particular model, experiment by substituting your own parts or visit the author's website for a list of the special parts used in the book. Web Design Inspiration at a Glance Volume 2 of The Web Designer's Idea Book includes more than 650 new websites arranged thematically, so you can easily find inspiration for your work. Author Patrick McNeil, creator of the popular web design blog designmeltdown.com and author of the original bestselling Web Designer's Idea Book, has cataloged thousands of sites, and showcases the latest and best examples in this book. The web is the most rapidly changing design medium, and this book offers an organized overview of what's happening right now. Sites are categorized by type, design element, styles and themes, structural styles, and structural elements. This new volume also includes a helpful chapter explaining basic design principles and how they can be applied online. Whether you're brainstorming with a coworker or explaining your ideas to a client, this book provides a powerful communication tool you can use to jumpstart your next project. Immanuel Kant: The Very Idea of a Critique of Pure Reason is a study of the background, development, exposition, and justification of Kant's Critique of Pure Reason. Instead of examining Kant's arguments for the transcendental ideality of space and time, his deduction of the pure concepts of the understanding, or his account of the dialectic of human reason, J. Colin McQuillan focuses on Kant's conception of critique. By surveying the different ways the concept of critique was used during the eighteenth century, the relationship between Kant's critique and his pre-critical experiments with different approaches to metaphysics, the varying definitions of a critique of pure reason Kant offers in the prefaces and introductions to the first Critique, and the way Kant responds to objections, McQuillan is able to highlight an aspect of Kant's critical philosophy that is too often overlooked—the reason that philosophy is critical. "Machines who think—how utterly preposterous," huff beleaguered humanists, defending their dwindling turf. "Artificial Intelligence—it's here and about to surpass our own," crow techno-visionaries, proclaiming dominion. It's so simple and obvious, each side maintains, only a fanatic could disagree. Deciding where the truth lies between these two extremes is the main purpose of John Haugeland's marvelously lucid and witty book on what artificial intelligence is all about. Although presented entirely in non-technical terms, it neither oversimplifies the science nor evades the fundamental philosophical issues. Far from ducking the really hard questions, it takes them on, one by one. Artificial intelligence, Haugeland notes, is based on a very good idea, which might well be right, and just as well might not. That idea, the idea that human thinking and machine computing are "radically the same," provides the central theme for his illuminating and provocative book about this exciting new field. After a brief but revealing digression in intellectual history, Haugeland systematically tackles such basic questions as: What is a computer really? How can a physical object "mean" anything? What are the options for computational organization? and What structures have been proposed and tried as actual scientific models for intelligence? In a concluding chapter he takes up several outstanding problems and puzzles—including intelligence in action, imagery, feelings and personality—and their enigmatic prospects for solution. This book is a study of the scientific revolution as a movement of amateur science. It describes the ideology of the amateur scientific societies as the philosophy of the Enlightenment Movement and their social structure and the way they made modern science such a magnificent institution. It also shows what was missing in the scientific organization of science and why it gave way to professional science in stages. In particular the book studies the contributions of Sir Francis Bacon and of the Hon. Robert Boyle to the rise of modern science. The philosophy of induction is notoriously problematic, yet its great asset is that it expressed the view of the Enlightenment Movement about science. This explains the ambivalence that we still exhibit towards Sir Francis Bacon whose radicalism and vision of pure and applied science still a major aspect of the fabric of society. Finally, the book discusses Boyle's philosophy, his agreement with and dissent from Bacon and the way he single-handedly trained a crowd of poorly educated English aristocrats and rendered them into an army of able amateur researchers. Bible storybook that celebrates diversity as it teaches young children how they can be part of God's delightfully different family. New and experienced weavers alike are always on the lookout for new weave-structure patterns. The Weaver's Idea Book presents a wide variety of patterns for the simple rigid-heddle loom, accompanied by harness drafts for multishaft looms. The techniques include leno, Brooks bouquet, soumak, and embroidery on fabric. Each chapter contains weaving patterns along with swatches illustrating the techniques, accompanied by step-by-step photography. The book is arranged by structure or type of weave, from variations on plain weave to doubleweave. With traditional patterns from around the world, bands, and fabrics woven on two double heddles, The Weaver's Idea Book brings together a variety of ways to create exquisite cloth. Weaving tips and tricks help weavers at all levels achieve their textile dreams. In addition to pattern drafts, Jane offers project ideas that guide the reader through creating functional woven projects, from wearables to home decor. Weaving, especially on rigid-heddle looms, is enjoying a resurgence, and contemporary weavers are in need of a book to bridge the divide between basic books and complex text designed for advanced weavers with sophisticated tools. Celebrating the immense potential for creativity possible with the simplest of tools, The Weaver's Idea Book eBook opens new avenues for exploration on both the rigid-heddle and multishaft looms. Mind design is the endeavor to understand mind (thinking, intellect) in terms of its design (how it is built, how it works). Unlike traditional empirical psychology, it is more oriented toward the "how" than the "what." An experiment in mind design is more likely to be an attempt to build something and make it work—as in artificial intelligence—than to observe or analyze what already exists. Mind design is psychology by reverse engineering. When Mind Design was first published in 1981, it became a classic in the then-nascent fields of cognitive science and AI. This second edition retains four landmark essays from the first, adding to them one earlier milestone (Turing's "Computing Machinery and Intelligence") and eleven more recent articles about connectionism, dynamical systems, and symbolic versus nonsymbolic models. The contributors are divided about evenly between philosophers and scientists. Yet all are "philosophical" in that they address fundamental issues and concepts; and all are "scientific" in that they are technically sophisticated and concerned with concrete empirical research. Contributors Rodney A. Brooks, Paul M. Churchland, Andy Clark, Daniel C. Dennett, Hubert L. Dreyfus, Jerry A. Fodor, Joseph Garon, John Haugeland, Marvin Minsky, Allen Newell, Zenon W. Pylyshyn, William Ramsey, Jay F. Rosenberg, David E. Rumelhart, John R. Searle, Herbert A. Simon, Paul Smolensky, Stephen Stich, A.M. Turing, Timothy van Gelder Finalist for the 2011 Pulitzer Prize in General Nonfiction: "Nicholas Carr has written a Silent Spring for the literary mind."—Michael Agger, Slate "Is Google making us stupid?" When Nicholas Carr posed that question, in a celebrated Atlantic Monthly cover story, he tapped into a well of anxiety about how the Internet is changing us. He also crystallized one of the most important debates of our time: As we enjoy the Net's bounties, are we sacrificing our ability to read and think deeply? Now, Carr expands his argument into the most compelling exploration of the Internet's intellectual and cultural consequences yet published. As he describes how human thought has been shaped through the centuries by "tools of the mind"—from the alphabet to maps, to the printing press, the clock, and the computer—Carr interweaves a fascinating account of recent discoveries in neuroscience by such pioneers as Michael Merzenich and Eric Kandel. Our brains, the historical

and scientific evidence reveals, change in response to our experiences. The technologies we use to find, store, and share information can literally reroute our neural pathways. Building on the insights of thinkers from Plato to McLuhan, Carr makes a convincing case that every information technology carries an intellectual ethic—a set of assumptions about the nature of knowledge and intelligence. He explains how the printed book served to focus our attention, promoting deep and creative thought. In stark contrast, the Internet encourages the rapid, distracted sampling of small bits of information from many sources. Its ethic is that of the industrialist, an ethic of speed and efficiency, of optimized production and consumption—and now the Net is remaking us in its own image. We are becoming ever more adept at scanning and skimming, but what we are losing is our capacity for concentration, contemplation, and reflection. Part intellectual history, part popular science, and part cultural criticism, *The Shallows* sparkles with memorable vignettes—Friedrich Nietzsche wrestling with a typewriter, Sigmund Freud dissecting the brains of sea creatures, Nathaniel Hawthorne contemplating the thunderous approach of a steam locomotive—even as it plumbs profound questions about the state of our modern psyche. This is a book that will forever alter the way we think about media and our minds. “The Knowledge Illusion is filled with insights on how we should deal with our individual ignorance and collective wisdom.” —Steven Pinker

We all think we know more than we actually do. Humans have built hugely complex societies and technologies, but most of us don’t even know how a pen or a toilet works. How have we achieved so much despite understanding so little? Cognitive scientists Steven Sloman and Philip Fernbach argue that we survive and thrive despite our mental shortcomings because we live in a rich community of knowledge. The key to our intelligence lies in the people and things around us. We’re constantly drawing on information and expertise stored outside our heads: in our bodies, our environment, our possessions, and the community with which we interact—and usually we don’t even realize we’re doing it. The human mind is both brilliant and pathetic. We have mastered fire, created democratic institutions, stood on the moon, and sequenced our genome. And yet each of us is error prone, sometimes irrational, and often ignorant. The fundamentally communal nature of intelligence and knowledge explains why we often assume we know more than we really do, why political opinions and false beliefs are so hard to change, and why individual-oriented approaches to education and management frequently fail. But our collaborative minds also enable us to do amazing things. The Knowledge Illusion contends that true genius can be found in the ways we create intelligence using the community around us. American public universities were founded in a civic tradition that differentiated them from their European predecessors—steering away from the pursuit of knowledge for its own sake. Like many such higher education institutions across the United States, the University of Wisconsin’s mission, known as the Wisconsin Idea, emphasizes a responsibility to serve the needs of the state and its people. This commitment, which necessarily requires a pledge to academic freedom, has recently been openly threatened by state and federal actors seeking to dismantle a democratic and expansive conception of public service. Using the Wisconsin Idea as a lens, *Education for Democracy* argues that public higher education institutions remain a bastion of collaborative problem solving. Examinations of partnerships between the state university and people of the state highlight many crucial and lasting contributions to issues of broad public concern such as conservation, LGBTQ+ rights, and poverty alleviation. The contributors restore the value of state universities and humanities education as a public good, contending that they deserve renewed and robust support.

A guide to writing a full-length transformational nonfiction book, from an editor with two decades' experience working in publishing. "I know I have a book in me." "I've always wanted to be an author." "People always ask me when I'm going to write my book." "I have a story to tell, but I never seem to make time to write." Are you a thought leader, healer, or change-agent stuck at the starting line of book publication? Life coach and publishing industry insider Kelly Notaras offers a clear, step-by-step path for turning your transformational idea or story into a finished book as quickly as possible. With humor, encouragement, and common sense, she demystifies the publishing process so you can get started, keep writing, and successfully get your wisdom out into the world. Notaras guides you through: Getting clear on your motivation for writing a book, Crafting a powerful, compelling hook and strong internal book structure, Overcoming resistance and writer's block, and Getting your finished manuscript onto the printed page, whether through traditional publishing or self-publishing. Publishing a book has never been as simple, accessible, and affordable as it is today, and in our tumultuous world, readers need your healing voice. Be brave, be bold, and take the steps you need to share your message with those who need to hear it most. Look at any successful venture, business or otherwise, and at some point there'll be someone at its heart who had 'a great idea!' But how do you truly realise the value of your ideas? NAMED A TOP 10 BOOK OF 2018 BY NPR and THE WASHINGTON POST WINNER OF THE LOS ANGELES TIMES BOOK PRIZE IN CURRENT INTEREST FINALIST FOR THE NATIONAL BOOK CRITICS CIRCLE NONFICTION AWARD

The instant New York Times bestseller, "A must-read for anyone who thinks 'build a wall' is the answer to anything." --Esquire

For Francisco Cantú, the border is in the blood: his mother, a park ranger and daughter of a Mexican immigrant, raised him in the scrublands of the Southwest. Driven to understand the hard realities of the landscape he loves, Cantú joins the Border Patrol. He and his partners learn to track other humans under blistering sun and through frigid nights. They haul in the dead and deliver to detention those they find alive. Plagued by a growing awareness of his complicity in a dehumanizing enterprise, he abandons the Patrol for civilian life. But when an immigrant friend travels to Mexico to visit his dying mother and does not return, Cantú discovers that the border has migrated with him, and now he must know the full extent of the violence it wreaks, on both sides of the line. The story of our ongoing fascination with Homer, the man and the myth. Homer, the great poet of the Iliad and the Odyssey, is revered as a cultural icon of antiquity and a figure of lasting influence. But his identity is shrouded in questions about who he was, when he lived, and whether he was an actual person, a myth, or merely a shared idea. Rather than attempting to solve the mystery of this character, James I. Porter explores the sources of Homer’s mystique and their impact since the first recorded mentions of Homer in ancient Greece. *Homer: The Very Idea* considers Homer not as a man, but as a cultural invention nearly as distinctive and important as the poems attributed to him, following the cultural history of an idea and of the obsession that is reborn every time Homer is imagined. Offering novel readings of texts and objects, the book follows the very idea of Homer from his earliest mentions to his most recent imaginings in literature, criticism, philosophy, visual art, and classical archaeology. “Latin America” is a concept firmly entrenched in its philosophical, moral, and historical meanings. And yet, Mauricio Tenorio-Trillo argues in this landmark book, it is an obsolescent racial-cultural idea that ought to have vanished long ago with the banishment of racial theory. *Latin America: The Allure and Power of an Idea* makes this case persuasively. Tenorio-Trillo builds the book on three interlocking steps: first, an intellectual history of the concept of Latin America in its natural historical habitat—mid-nineteenth-century redefinitions of empire and the cultural, political, and economic intellectualism; second, a serious and uncompromising critique of the current “Latin Americanism”—which circulates in United States-based humanities and social sciences; and, third, accepting that we might actually be stuck with “Latin America,” Tenorio-Trillo charts a path forward for the writing and teaching of Latin American history. Accessible and forceful, rich in historical research and specificity, the book offers a distinctive, conceptual history of Latin America and its many connections and intersections of political and intellectual significance. Tenorio-Trillo’s book is a masterpiece of interdisciplinary scholarship. This open access book provides a broad context for the understanding of current problems of science and of the different movements aiming to improve the societal impact of science and research. The author offers insights with regard to ideas, old and new, about science, and their historical origins in philosophy and sociology of science, which is of interest to a broad readership. The book shows that scientifically grounded knowledge is required and helpful in understanding intellectual and political positions in various discussions on the grand challenges of our time and how science makes impact on society. The book reveals why interventions that look good or even obvious, are often met with resistance and are hard to realize in practice. Based on a thorough analysis, as well as personal experiences in aids research, university administration and as a science observer, the author provides - while being totally open regarding science's limitations- a realistic narrative about how research is conducted, and how reliable ‘objective’ knowledge is produced. His idea of science, which draws heavily on American pragmatism, fits in with the global Open Science movement. It is argued that Open Science is a truly and historically unique movement in that it translates the analysis of the problems of science into major institutional actions of system change in order to improve academic culture and the impact of science, engaging all actors in the field of science and academia. The definitive history of America’s greatest incubator of innovation and the birthplace of some of the 20th century’s most influential technologies “Filled with colorful characters and inspiring lessons . . . The Idea Factory explores one of the most critical issues of our time: What causes innovation?” —Walter Isaacson, *The New York Times Book Review* “Compelling . . . Gertner's book offers fascinating evidence for those seeking to understand how a society should best invest its

research resources.” —The Wall Street Journal From its beginnings in the 1920s until its demise in the 1980s, Bell Labs-officially, the research and development wing of AT&T-was the biggest, and arguably the best, laboratory for new ideas in the world. From the transistor to the laser, from digital communications to cellular telephony, it's hard to find an aspect of modern life that hasn't been touched by Bell Labs. In *The Idea Factory*, Jon Gertner traces the origins of some of the twentieth century's most important inventions and delivers a riveting and heretofore untold chapter of American history. At its heart this is a story about the life and work of a small group of brilliant and eccentric men-Mervin Kelly, Bill Shockley, Claude Shannon, John Pierce, and Bill Baker-who spent their careers at Bell Labs. Today, when the drive to invent has become a mantra, Bell Labs offers us a way to enrich our understanding of the challenges and solutions to technological innovation. Here, after all, was where the foundational ideas on the management of innovation were born.