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Modern Muslim India and the Birth of Pakistan, 1858-1951 Urban Development and Environmental History in Modern South Asia *Taylor & Francis* This book provides a pioneering study of the historical interaction between the city and the natural environment from the colonial to the contemporary era in South Asia. The book provides a multi-disciplinary analysis examining the environmental history of the city and bringing together contributions from environmental experts and practitioners as well as academics. Focusing on case studies stretching from the Maldives and Sri Lanka to the Indian subcontinent, the chapters trace linkages between the contemporary and earlier patterns of urban expansion and their environmental effects and consider lessons that can be drawn with respect to preventing future environmental degradation and mitigating the effects of climate change. An important contribution to the field, this book studies the contemporary environmental issues arising from rapid South Asian urbanization. It will be of interest to researchers in the field of South Asian Studies, world history and environmental history. **Modern India A Very Short Introduction** *Oxford University Press* India has become one of the world's emerging powers, rivaling China in terms of global influence. Yet many people know relatively little about the economic, social, political, and cultural changes unfolding in India today. To what extent are people benefiting from the economic boom? In what ways is education transforming society? And how is India's culture industry responding to technological change? In this "Very Short Introduction", Craig Jeffrey provides a compelling account of the recent history of India, investigating the contradictions that are plaguing modern India and the manner in which people, especially young people, are actively remaking the country in the twenty first century. -- From publisher's description. **A Critical History of Western Philosophy Greek, Medieval and Modern** *Motilal Banarsidass Publ.* This is the enlarged edition of a Critical History of Modern Philosophy. In this new edition Greek and Medieval Philosophies have been added. The book also includes a critical and comparative account of the major contributions of eight modern thinkers. To this exposition the idealism of Hegel and Bradley has been introduced. Recent discussions concerning Hume, Kant, Hegel and Bradley have also been incorporated. Whilst giving fully an analytic account of topics, the author maintains that philosophy is a holistic enterprise of man, as we find it in Spinoza, Kant, Hegel and Bradley. The book has turned out to be a reliable and useful to the students of the subject throughout India. This thoroughly revised and enlarged edition will prove to be all the more serviceable in general. **Islam in South Asia Revised, Enlarged and Updated Second Edition** *BRILL* Jamal Malik provides new insights into the social and intellectual history of the complex forms of cultural articulation among Muslims in South Asia from the seventh to twenty-first century, elaborating on various trends and tendencies in a highly plural setting. **Dynamics of Islam in the Modern World Essays in Honor of Jamal Malik** *BRILL* This multidisciplinary volume seeks to document and analyze an astonishingly diverse array of Muslim voices, practices and institutions that demonstrate the dynamic interaction of Muslims with the epistemological shifts, political challenges and cultural transformations of the modern world. **The Design of Everyday Things Revised and Expanded Edition** *Basic Books (AZ)* Even the smartest among us can feel inept as we fail to figure out which light switch or oven burner to turn on, or whether to push, pull, or slide a door. The fault, argues this ingenious—even liberating—book, lies not in ourselves, but in product design that ignores the needs of users and the principles of cognitive psychology. The problems range from ambiguous and hidden controls to arbitrary relationships between controls and functions, coupled with a lack of feedback or other assistance and unreasonable demands on memorization. The Design of Everyday Things shows that good, usable design is possible. The rules are simple: make things visible, exploit natural relationships that couple function and control, and make intelligent use of constraints. The goal: guide the user effortlessly to the right action on the right control at the right time. In this entertaining and insightful analysis, cognitive scientist Don Norman hails excellence of design as the most important key to regaining the competitive edge in influencing consumer behavior. Now fully expanded and updated, with a new introduction by the author, The Design of Everyday Things is a powerful primer on how—and why—some products satisfy customers while others only frustrate them. **Reshaping the Future Handbook for a new Strategy** *MAZZANTI LIBRI - ME PUBLISHER* Having a strategy means finding solutions to the complexity of the global world. The task of this manual is pointing out a possible method to transform the future to our advantage and seize also economic and financial opportunities crucial to emerge in the global competition. The book provides an analysis of the evolution of strategic thought and method, from the dawn of nation-states until the civil war in Syria. What happens in this country is emblematic of the change in perspective and power in recent years. With the “preventive war” the West had come to the borders of India, but today we see the Chinese military presence in the Mediterranean. The structure of global power is increasingly oligarchic, Asian and present in a wider area. A triad that bears the names of the US, Russia and China. Europe is witnessing an inert vacuum created in the South, across the Mediterranean and North Africa. The old continent is in decline, and doesn't have a real strategy. **Part One: Introduction Part Two: History of Strategy (From the Sixteenth to the Eighteenth Century, Napoleon, Clausewitz, the Nineteenth Century, The First World War, The Second World War, The “Cold War”, The Unipolar Twenty Years) Part Three: The Current Phase of Transition towards a New Strategy (An oligarchic Future, The Higher Triad, The Lower Triad) Part IV: Conclusions (A New Definition of Strategy, Strategy and Conflict in a “Post-Heroic” Future, The Islamic World, An Eastern and Clausewitzian Conclusion).** **Practising Cultural Geographies Essays in Honour of Rana P. B. Singh** *Springer Nature* This festschrift honours Prof. Rana P.B. Singh who has dedicated his life to teaching and conducting research on cultural geography with a ‘dweller Indian perspective’. The book focuses on the cultural geographies of India, and to an extent that of South Asia. It is a rich collection of 23 essays on the themes apprised by him, covering landscapes, religion, heritage, pilgrimage and tourism, and human settlements. **Modern Commercial Correspondence** *S. Chand Publishing* For Graduation Courses, Competitive Examinations & Business Executives The book has been revised in accordance with the latest syllabi of different Indian Universities and as per the latest needs. The Whole book has been thoroughly revised and enlarged: many vital pints have been added. Five new chapters are added to the existing textbook. The whole book is in the form of capsule model and unnecessary explanations have been removed. The special feature of this book is that it explains the principles as well as the practice of business correspondence. The book contains 300 illustrations, 280 theoretical questions and 40 Boxes. This book trains a student to articulate verbal qualification which would serve in qualitative performance along new genre of employees **Fundamentals of Mathematical Statistics** *Sultan Chand & Sons* Knowledge updating is a never-ending process and so should be the revision of an effective textbook. The book originally written fifty years ago has, during the intervening period, been revised and reprinted several times. The authors have, however, been thinking, for the last few years that the book needed not only a thorough revision but rather a substantial rewriting. They now take great pleasure in presenting to the readers the twelfth, thoroughly revised and enlarged, Golden Jubilee edition of the book. The subject-matter in the entire book has been re-written in the light of numerous criticisms and suggestions received from the users of the earlier editions in India and abroad. The basis of this revision has been the emergence of new literature on the subject, the constructive feedback from students and teaching fraternity, as well as those changes that have been made in the syllabi and/or the pattern of examination papers of numerous universities. Knowledge updating is a never-ending process and so should be the revision of an effective textbook. The book originally written fifty years ago has, during the intervening period, been revised and reprinted several times. The authors have, however, been thinking, for the last few years that the book needed not only a thorough revision but rather a substantial rewriting. They now take great pleasure in presenting to the readers the twelfth, thoroughly revised and enlarged, Golden Jubilee edition of the book. The subject-matter in the entire book has been re-written in the light of numerous criticisms and suggestions received from the users of the earlier editions in India and abroad. 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The basis of this revision has been the emergence of new literature on the subject, the constructive feedback from students and teaching fraternity, as well as those changes that have been made in the syllabi and/or the pattern of examination papers of numerous universities. Some prominent additions are given below: 1. Variance of Degenerate Random Variable 2. Approximate Expression for Expectation and Variance 3. Lyapounov's Inequality 4. Holder's Inequality 5. Minkowski's Inequality 6. Double Expectation Rule or Double-E Rule and many others **Religions of Tibet in Practice Abridged Edition** *Princeton University Press* Originally published in 1997, Religions of Tibet in Practice is a landmark work--the first major anthology on the topic ever produced. This new edition--abridged to further facilitate course use--presents a stunning array of works that together offer an unparalleled view of the Tibetan religious landscape over the centuries. Organized thematically, the twenty-eight chapters are testimony to the vast scope of religious practice in the Tibetan world, past and present. **Religions of Tibet in Practice** remains a work of great value to scholars, students, and general readers. **Insistent Life Principles for Bioethics in the Jain Tradition** *Univ of California Press* "Insistent Life is the first full-length interdisciplinary treatment of the foundational principles and principles of application for engaging contemporary bioethics within the Jain tradition. The book fills a significant gap in both the fields of bioethics and Jain studies since Jainism, perhaps more so than any other South Asian tradition, is strongly focused on the ethics of birth, life, and death, with regard to humans as well as other living beings. Brianne Donaldson and Ana Bajželj analyze a diverse range of Jain texts and contemporary sources on Jain doctrines and practices, alongside bioethics, to identify Jain perspectives on bioethical issues while highlighting the complexity of their personal, professional, and public dimensions. The book also features extensive original data--represented in visual graphs--based on an international survey the authors conducted with Jain medical professionals in India and diaspora communities of North America, Europe, and Africa"-- **Modern Crop Protection Compounds Herbicides** *John Wiley & Sons A*

Brief History of Modern India The Complete Technology Book on Detergents (2nd Revised Edition) NIIR PROJECT CONSULTANCY SERVICES The Indian detergent industry is about three decades old. An interesting and unique feature of detergent industry in India is the existence of non power operated units which do not use any electrical power for the production of detergent powder. But the production technology of detergents have been changed involving high technique in process control, more skilled personnel and requiring large input. There are various forms of detergents; liquid detergents, paste detergents, solid detergents etc. Whether in liquid or in powdered forms, present detergent products are complex mixtures of several ingredients including performance additives such as bleaches, bleach activators etc. The scope and spectrum of methods and techniques applied in detergent analysis have changed significantly during the last decade.. The book outlines features and experimental parameters for many essential procedures, and emphasizes the latest techniques and methods. This book emphasizes practical aspects of detergent production with latest development and other special products based on synthetic surfactants. This book basically deals with the builders, additives and components of detergents, recent developments in surfactant, manufacture of active Ingredients for detergents, manufacture of finished detergents, application and formulation of detergents, packaging of detergents, analysis of detergents, machinery photographs with their suppliers, directory of raw material suppliers etc.. This is an attempt to fill the need of those desirous of starting detergent industry in small scale sector and necessarily contains analytical methods for testing and evaluation of raw as well as final products.

Africa in World Affairs Politics of Imperialism, the Cold War and Globalisation Taylor & Francis Africa finds itself at the centre stage of world politics in the twenty-first century. To truly determine its rising influence and role in world affairs would mean unravelling the politics of imperialism, the Cold War and globalisation. Going beyond Euro-American perspectives, this book presents a comprehensive study of Africa and its role in world politics. **Africa in World Affairs:** • Closely examines the transition of Africa in its colonial and post-colonial phases; • Explores the intellectual history of modern Africa through liberation struggles, social movements, leaders and thinkers; • Investigates the continent's relationships with former colonial powers such as Britain, France and Portugal; untangles complexities of French neo-colonialism and sheds light on the role of the superpower, such as the USA and major and rising powers like China and India; • Highlights complex and wide-ranging diversities of the region, and the ways in which it continues to negotiate with issues of modernity, racism and globalisation. A core text on Africa and the world, this book will be indispensable for students of African studies, politics and international relations, and history. It will also be a must-read for policymakers, diplomats and government think tanks.

East India Company at Home, 1757-1857 UCL Press The East India Company at Home, 1757-1857 explores how empire in Asia shaped British country houses, their interiors and the lives of their residents. It includes chapters from researchers based in a wide range of settings such as archives and libraries, museums, heritage organisations, the community of family historians and universities. It moves beyond conventional academic narratives and makes an important contribution to ongoing debates around how empire impacted Britain. The volume focuses on the propertied families of the East India Company at the height of Company rule. From the Battle of Plassey in 1757 to the outbreak of the Indian Uprising in 1857, objects, people and wealth flowed to Britain from Asia. As men in Company service increasingly shifted their activities from trade to military expansion and political administration, a new population of civil servants, army officers, surveyors and surgeons journeyed to India to make their fortunes. These Company men and their families acquired wealth, tastes and identities in India, which travelled home with them to Britain. Their stories, the biographies of their Indian possessions and the narratives of the stately homes in Britain that came to house them, frame our explorations of imperial culture and its British legacies.

Foraminifera Their Classification and Economic Use, 4th Revised and Enlarged Edition This is the fourth revised and enlarged edition of the standard guide to the Foraminifera, the order of small marine Protozoa whose living and fossilized forms have attracted both scientific and economic interest during the past century. Fifty families, including about seven hundred and fifty genera, are systematically described and illustrated in the text and Key.

Land Law in India Taylor & Francis This book is a critical study of the laws regulating landownership patterns. Land and land law are woven into the fabric of our society and are therefore integral to the substantive questions of equality and developmental ideologies of the state. This volume uncovers the socio-economic realities that surround land and approaches the law from the standpoint of the marginalized, landless and the dispossessed. This book: Undertakes an extensive survey of existing legislations, both at the union and state level through a range of analytical tables; Discusses the issues of land reform; abolition of intermediaries and tenancy reform; need for redistribution; ceilings on agricultural holdings; law of land acquisition; legal construction of public purpose and displacement, dispossession, compensation, and rehabilitation to construct a case for redistribution; Inquires into the phenomenon of landlessness that widely prevails in India today and lays bare its causes. An invaluable resource, this volume will be an essential read for all students and researchers of law, political studies, sociology, political economy, exclusion studies, development studies, and Asian studies.

English as a Global Language Cambridge University Press David Crystal's classic English as a Global Language considers the history, present status and future of the English language, focusing on its role as the leading international language. English has been deemed the most 'successful' language ever, with 1500 million speakers internationally, presenting a difficult task to those who wish to investigate it in its entirety. However, Crystal explores the subject in a measured but engaging way, always backing up observations with facts and figures. Written in a detailed and fascinating manner, this is a book written by an expert both for specialists in the subject and for general readers interested in the English language.

Chinese and Indian Ways of Thinking in Early Modern European Philosophy The Reception and the Exclusion Bloomsbury Publishing An investigation into the reasons for the inclusion and exclusion of Chinese and Indian philosophical thought in 17th- and 18th-century Europe

Canadian Painters in a Modern World, 1925-1955 Writings and Reconsiderations McGill-Queen's Press - MQUP From the Roaring Twenties and the Group of Seven to the Automatistes and the early Cold War, Canadian artists lived through and embodied an era of global tumult and change. With an interweaving of historical narrative, lavish illustrations, and writings by many of Canada's most revered cultural figures, Lora Senechal Carney illuminates the lives, perspectives, and works of the era's painters and provides glimpses of the sculptors, poets, dancers, critics, and filmmakers with whom they associated. **Canadian Painters in a Modern World** gives readers direct access to a carefully curated selection of writings, artworks, photos, and other documents that help to reconstruct the public spheres in which artists including Paul-Émile Borduas, Emily Carr, Alex Colville, Lawren Harris, David Milne, and Pegi Nicol MacLeod circulated. Each of the book's eight chapters consists of a narrative about a key issue or debate, focusing on the relationship of art to politics and society, and on how these are negotiated in an individual's life. Relating artistic engagement with and responses to the Spanish Civil War, the Second World War, and the Cold War, Senechal Carney discovers a common desire for new connections between art and life. Revealing continuities, ruptures, and watershed moments, **Canadian Painters in a Modern World** showcases artistic production within specific socio-political contexts to shed new light on Canadian art during three decades of conflict and crisis.

The Ashgate Research Companion to Cosmopolitanism Routledge The study of Cosmopolitanism has been transformed in the last 20 years and the subject itself has become highly discussed across the social sciences and the humanities. The Ashgate Research Companion to Cosmopolitanism pursues distinct theoretical orientations and empirical analyses, bringing together mainstream discussions with the newest thinking and developments on the main themes, debates and controversies surrounding the subject. The contributions are grouped into three parts, each reflecting a different analytical focus within a variety of intellectual disciplines and methodological approaches. Part I (Cultural Cosmopolitanism) is primarily concerned with the empirically-grounded aspects of cosmopolitanism which are apparent in mundane practices and lifestyle options on the micro-scale of daily interactions. It focuses on the outlooks and lived experience of ordinary individuals and groups in concrete situational contexts and social structures. Part II (Political Cosmopolitanism) sets out the main topics and issues dealt with by scholars writing within the tradition of political cosmopolitanism. Addressing timely issues such as human rights, global justice, and global democracy, it focuses on Cosmopolitanism as an ethico-political ideal and a political project to devise new forms of supranational and transnational governance. Part III (Debates) reflects the major debates and controversies on the subject and deliberately eschews any bland consensus to instead foreground the key arguments and lively intellectual discussions in play across disciplinary divisions. Featuring contributions from key thinkers in the field, including Ulrich Beck, David Held and Martha Nussbaum, this comprehensive volume will be a valuable resource for all academics and students working within this area of study.

Epidemiology Kept Simple An Introduction to Traditional and Modern Epidemiology John Wiley & Sons Arranged to facilitate use and highlight key concepts, this clear and concise text also includes many practical exercises, case studies, and real-world applications. Utilizing the modern biostatistical approach to studying disease, **Epidemiology Kept Simple, Second Edition** will provide readers with the tools to interpret epidemiological data, understand disease concepts, and prepare for board exams. The author fully explains all new terminology and minimizes the use of technical language, while emphasizing real-life practice in modern public health and biomedical research settings.

The Psychology of Everyday Things Basic Books **Modern Love True Stories of Love, Loss, and Redemption Penguin Random House** The most popular, provocative, and unforgettable essays from the New York Times "Modern Love" column--now revised and updated, featuring stories from the upcoming anthology series starring Tina Fey, Andy Garcia, Anne Hathaway, Catherine Keener, Dev Patel, and John Slattery. **The American-style University at Large Lexington Books** "The American-Style University at Large: Transplants, Outposts, and the Globalization of Higher Education is an edited collection by Kathryn L. Kleypas and James McDougall that analyzes the recent expansion of American universities overseas as well as the emergence of American-style universities in Europe, Asia, and Africa. The contributors examine the various ways that American models of higher learning have become instituted around the world and explore ways that these new configurations help to define the university as a force that organizes, develops, and controls methods of education, knowledge, power, and culture"-- Provided by publisher.

State-permeated Capitalism in Large Emerging Economies Routledge This book systematically analyzes the economic dynamics of large emerging economies from an extended Comparative Capitalisms perspective. Coining the phrase 'state-permeated capitalism', the authors shift the focus of research from economic policy alone, towards the real world of corporate and state behaviour. On the basis of four empirical case studies (Brazil, India, China, South Africa), the main drivers for robust economic growth in these countries from the 2000s until the 2010s are revealed. These are found, in particular, in mutual institutional compatibilities of 'state-permeated capitalism', in their large domestic markets, and beneficial global economic constellations. Differences in their institutional arrangements are explored to explain why China and India have been more economically successful than Brazil and South Africa. The authors highlight substantial challenges for the stability of state-permeated capitalism and assess the potential future growth, sustainability and likely pitfalls for these large emerging economies. Opening further avenues for empirical and theoretical research, this book raises questions for the future of the global economic order and should appeal to academics, graduate students and advanced undergraduates in politics, economics, economic sociology and development studies. It should also prove a worthwhile and provocative read for development practitioners and policy-makers.

Beyond Public Policy Edward Elgar Publishing Public policy is an expression that has come to dominate the way people talk about doing government and public administration and is seen as a central component of the modern democratic order. Adopting an innovative 'public action languages' approach, **Beyond Public Policy** shows how policy is only one of many powerful social languages (budgeting, planning, rights, directives and protests, amongst others) used to make things happen in the ever-changing arena of public affairs; where they may cooperate, compete, or just go their own way.

Citizenship and Its Discontents Harvard University Press This book considers how the civic ideals embodied in India's constitution are undermined by exclusions based on social and economic inequalities, sometimes even by its own strategies of inclusion. Once seen by Westerners as a political anomaly, India today is the case study that no global discussion of democracy and citizenship can ignore.

Atlantis Rising Magazine Issue 26 - ANCIENT ARMAGEDDON PDF Download Atlantis Rising magazine In this 88-page download: **LETTERS EARLY RAYS HILLY ROSE THE DAILY GRAIL** The Internet's Best Alternative Science Site Now in Print **THE LAST HOURS OF THE KURSK** Remote Viewers Go Where TV Cameras Cannot **WERE THE PYRAMIDS Poured?** Chris Dunn Takes a Look at a Controversial Theory **EDEN IN ARMENIA** Reader Sleuthing for the

Cradle of Civilization A CONVERSATION WITH JOHN MACK Deeper New Insight into UFO Abduction HOW OLD WERE THE OLMECS? Very Old Indeed, Says Zecharia Sitchin? THE PRIEST AND HIS TIME MACHINE Were the Authorities Trying to Keep Us in the Dark? THE METALS OF THE GODS David Hatcher Childress on the Advanced Ancient Sciences of Metallurgy ANCIENT ARMAGEDDON Did the Ancients Use Atomic Weapons ? THE VIVAXIS CONNECTION Can Your Connection with Mother Earth Heal You? NONLOCAL CONSCIOUSNESS Jeane Manning Talks to Russell Targ ASTROLOGY BOOKS RECORDINGS Jaina Scriptures and Philosophy *Routledge* Interest in Indian religion and comparative philosophy has increased in recent years, but despite this the study of Jaina philosophy is still in its infancy. This book looks at the role of philosophy in Jaina tradition, and its significance within the general developments in Indian philosophy. Bringing together chapters by philologists, historians and philosophers, the book focuses on karman theory, the theory of conditional predication, epistemology and the debates of Jaina philosophers with representatives of competing traditions, such as Ājīvika, Buddhist and Hindu. It analyses the relationship between religion and philosophy in Jaina scriptures, both Digambara and Śvetāmbara, and will be of interest to scholars and students of South Asian Religion, Philosophy, and Philology. Indian and Christian Changing Identities in Modern India *SAIACS Press & Oxford House Research* Indian and Christian: Changing Identities in Modern India is a collection of essays from the 1st SAIACS Consultation that took place during November 2010 at SAIACS, Bangalore. 'Who am I?' is a question that every human needs to ask themselves. In this book, this question is looked at from a dual perspective—Indian and Christian. Can one be both 'Indian' and 'Christian' in the modern world? Should one have a single identity or can one have multiple identities? The book attempts to address these issues with clarity and conviction through sixteen articles covering areas of Biblical Studies, Theology & Philosophy, Religion & Culture, and Pastoral Theology & Psychology. Theory and History Essays on Modes of Production and Exploitation *BRILL* The twelve essays in this book demonstrate the importance of bringing history back into historical materialism. They combine the discussion of Marx's categories with historical work on a wide range of themes and periods (the early middle ages, 'Asiatic' regimes, agrarian capitalism, etc.). The 'Bedes' of Bengal Establishing an Ethnic Group through Portrayals *LIT Verlag Münster* In the Bengali speaking regions of Bangladesh and India, the Bengali term *bede* today often evokes stereotypical imaginations of itinerant people. Of highly contested origin, the term has in the last two hundred years become the pivotal element for categorising and portraying diverse service nomads of the Bengal region. Besides an analysis of their portrayal in ethnographic and Bengali fictional literature, this book traces causes, reasons, and processes that have led to an increasing perception of these so-called 'Bedes' as being ethnically different from the sedentary majority population. Vocal Music and Contemporary Identities Unlimited Voices in East Asia and the West *Routledge* Looking at musical globalization and vocal music, this collection of essays studies the complex relationship between the human voice and cultural identity in 20th- and 21st-century music in both East Asian and Western music. The authors approach musical meaning in specific case studies against the background of general trends of cultural globalization and the construction/deconstruction of identity produced by human (and artificial) voices. The essays proceed from different angles, notably sociocultural and historical contexts, philosophical and literary aesthetics, vocal technique, analysis of vocal microstructures, text/phonetics-music-relationships, historical vocal sources or models for contemporary art and pop music, and areas of conflict between vocalization, "ethnicity," and cultural identity. They pinpoint crucial topical features that have shaped identity-discourses in art and popular musical situations since the 1950s, with a special focus on the past two decades. The volume thus offers a unique compilation of texts on the human voice in a period of heightened cultural globalization by utilizing systematic methodological research and firsthand accounts on compositional practice by current Asian and Western authors. World Media Ethics Cases and Commentary *John Wiley & Sons* "The first book to cover media ethics from a truly global perspective, emphasizing the intertwined concepts of freedom of the press and social responsibility"-- The Spectator A weekly review of politics, literature, theology, and art. The Design of Everyday Things Revised and Expanded Edition *Hachette UK* Design doesn't have to be complicated, which is why this guide to human-centered design shows that usability is just as important as aesthetics. Even the smartest among us can feel inept as we fail to figure out which light switch or oven burner to turn on, or whether to push, pull, or slide a door. The fault, argues this ingenious -- even liberating -- book, lies not in ourselves, but in product design that ignores the needs of users and the principles of cognitive psychology. The problems range from ambiguous and hidden controls to arbitrary relationships between controls and functions, coupled with a lack of feedback or other assistance and unreasonable demands on memorization. The Design of Everyday Things shows that good, usable design is possible. The rules are simple: make things visible, exploit natural relationships that couple function and control, and make intelligent use of constraints. The goal: guide the user effortlessly to the right action on the right control at the right time. The Design of Everyday Things is a powerful primer on how -- and why -- some products satisfy customers while others only frustrate them.