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KEY=ROTATIONS - TESSA NATHAN

Computational Complexity A Modern Approach *Cambridge University Press* New and classical results in computational complexity, including interactive proofs, PCP, derandomization, and quantum computation. Ideal for graduate students. **Sustainable Energy--without the Hot Air** *Uit Cambridge Limited* Provides an overview of the sustainable energy crisis that is threatening the world's natural resources, explaining how energy consumption is estimated and how those numbers have been skewed by various factors and discussing alternate forms of energy that can and should be used. **Wandering Significance An Essay on Conceptual Behavior** *Oxford University Press* Mark Wilson presents a highly original and broad-ranging investigation of the way we get to grips with the world conceptually, and the way that philosophical problems commonly arise from this. Words such as color, shape, solidity exemplify the commonplace conceptual tools we employ to describe and order the world around us. But the world's goods are complex in their behaviors and we often overlook the subtle adjustments that our evaluative terms undergo as their usage becomes gradually adapted to different forms of supportive circumstance. Wilson not only explains how these surprising strategies of hidden management operate, but also tells the astonishing story of how faulty schemes and great metaphysical systems sometimes spring from a simple failure to recognize the innocent wanderings to which our descriptive words are heir. Wilson combines traditional philosophical concerns about human conceptual thinking with illuminating data derived from a large variety of fields including physics and applied mathematics, cognitive psychology, and linguistics. **Wandering Significance** offers abundant new insights and perspectives for philosophers of language, mind, and science, and will also reward the interest of psychologists, linguists, and anyone curious about the mysterious ways in which useful language obtains its practical applicability. **Policy Implications of Greenhouse Warming Mitigation, Adaptation, and the Science Base** *National Academies Press* Global warming continues to gain importance on the international agenda and calls for action are heightening. Yet, there is still controversy over what must be done and what is needed to proceed. **Policy Implications of Greenhouse Warming** describes the information necessary to make decisions about global warming resulting from atmospheric releases of radiatively active trace gases. The conclusions and recommendations include some unexpected results. The distinguished authoring committee provides specific advice for U.S. policy and addresses the need for an international response to potential greenhouse warming. It offers a realistic view of gaps in the scientific understanding of greenhouse warming and how much effort and expense might be required to produce definitive answers. The book presents methods for assessing options to reduce emissions of greenhouse gases into the atmosphere, offset emissions, and assist humans and unmanaged systems of plants and animals to adjust to the consequences of global warming. **SpringBoard Mathematics Geometry Using Technology with Classroom Instruction that Works** *ASCD* Technology is ubiquitous, and its potential to transform learning is immense. The first edition of **Using Technology with Classroom Instruction That Works** answered some vital questions about 21st century teaching and learning: What are the best ways to incorporate technology into the curriculum? What kinds of technology will best support particular learning tasks and objectives? How does a teacher ensure that technology use will enhance instruction rather than distract from it? This revised and updated second edition of that best-selling book provides fresh answers to these critical questions, taking into account the enormous technological advances that have occurred since the first edition was published, including the proliferation of social networks, mobile devices, and web-based multimedia tools. It also builds on the up-to-date research and instructional planning framework featured in the new edition of **Classroom Instruction That Works**, outlining the most appropriate technology applications and resources for all nine categories of effective instructional strategies: * Setting objectives and providing feedback * Reinforcing effort and providing recognition * Cooperative learning * Cues, questions, and advance organizers * Nonlinguistic representations * Summarizing and note taking * Assigning homework and providing practice * Identifying similarities and differences * Generating and testing hypotheses Each strategy-focused chapter features examples--across grade levels and subject areas, and drawn from real-life lesson plans and projects--of teachers integrating relevant technology in the classroom in ways that are engaging and inspiring to students. The authors also recommend dozens of word processing applications, spreadsheet generators, educational games, data collection tools, and online resources that can help make lessons more fun, more challenging, and--most of all--more effective. **Computer Graphics** *Prentice Hall* A complete update of a bestselling introduction to computer graphics, this volume explores current computer graphics hardware and software systems, current graphics techniques, and current graphics applications. Includes expanded coverage of algorithms, applications,

3-D modeling and rendering, and new topics such as distributed ray tracing, radiosity, physically based modeling, and visualization techniques. **MathLinks 9 Computerized Assessment Bank CD-ROM Unity 5.x By Example** *Packt Publishing Ltd* An example-based practical guide to get you up and running with Unity 5.x **About This Book** The most updated resource on Unity 5.x with comprehensive discussion on all the new features of Unity 5.x **Understand the core concepts surrounding Unity5 game development with this power-packed hands-on guide** **Brush up your existing game development skills and create games that have a brilliant gameplay using the excellent examples from this book** **Who This Book Is For** The ideal target audience for this book would be game developers. They need not have previous experience with Unity since this book will cover all the basics about game development with unity. This would also be a very good resource for Unity developers who want to brush up their basic Unity skills and also get up and running with creating interesting games with Unity 5.x. **What You Will Learn** **Understand core Unity concepts, such as game objects, components, and scenes** **Learn level design techniques for building immersive and interesting worlds** **Learn to make functional games with C# scripting** **Use the toolset creatively to build games of different themes and styles** **Learn to handle player controls and input functionality** **Dive into the process of working with terrains and world-creation tools** **Import custom content into Unity from third-party tools, such as Maya and Blender** **Get to grips with making both 2D and 3D games** **In Detail** Unity is an exciting and popular engine in the game industry. Throughout this book, you'll learn how to use Unity by making four fun game projects, from shooters and platformers to exploration and adventure games. **Unity 5 By Example** is an easy-to-follow guide for quickly learning how to use Unity in practical context, step by step, by making real-world game projects. Even if you have no previous experience of Unity, this book will help you understand the toolset in depth. You'll learn how to create a time-critical collection game, a twin-stick space shooter, a platformer, and an action-fest game with intelligent enemies. In clear and accessible prose, this book will present you with step-by-step tutorials for making four interesting games in Unity 5 and explain all the fundamental concepts along the way. Starting from the ground up and moving toward an intermediate level, this book will help you establish a strong foundation in making games with Unity 5. **Style and approach** This book would be a very unique resource for any game developer who wants to get up and running with Unity. The unique example based approach will take you through the most basic games towards the more complex ones and will gradually build your skill level. **Farming Simulator Modding For Dummies** *John Wiley & Sons* **Learn the basics of 3D modeling for the popular Farming Simulator game** **Do you want to get started with creating your own vehicles, maps, landscapes, and tools that you can use in the game and share with the Farming Simulator community?** Then this is the resource for you! **With the help of Jason van Gumster, you'll get up and running on everything you need to master 3D modeling and simulation—and have fun while doing it!** **Inside, you'll find out how to create and edit maps, start using the material panel, customize your mods by adding texture, use the correct file-naming conventions, test your mod in single and multiplayer modes, get a grip on using Vehicle XML, and so much more.** **There's no denying that Farming Simulator players love modding—and now there's a trusted, friendly resource to help you take your modding skills to the next level and get even more out of your game.** **Written in plain English and packed with tons of step-by-step explanations, Farming Simulator Modding For Dummies is a great way to learn the ropes of 3D modeling with the tools available to you in the game.** **In no time, you'll be wowing your fellow gamers—and yourself—with custom, kick-butt mods.** **So what are you waiting for?** **Includes an easy-to-follow introduction to using the GIANTS 3D modeling tools** **Explains how to export models to Blender, Maya, 3DS Max, or FBX** **Provides tips for using the correct image format for textures** **Details how to use Photoshop and Audacity to create custom mods for Farming Simulator** **Whether you're one of the legions of rabid fans of the popular Farming Simulator game or just someone who wants to learn the basics of 3D modeling and animation, you'll find everything you need in this handy guide.** **Mathematics in Nature Modeling Patterns in the Natural World** *Princeton University Press* **From rainbows, river meanders, and shadows to spider webs, honeycombs, and the markings on animal coats, the visible world is full of patterns that can be described mathematically.** **Examining such readily observable phenomena, this book introduces readers to the beauty of nature as revealed by mathematics and the beauty of mathematics as revealed in nature.** **Generously illustrated, written in an informal style, and replete with examples from everyday life, Mathematics in Nature is an excellent and undaunting introduction to the ideas and methods of mathematical modeling.** **It illustrates how mathematics can be used to formulate and solve puzzles observed in nature and to interpret the solutions.** **In the process, it teaches such topics as the art of estimation and the effects of scale, particularly what happens as things get bigger.** **Readers will develop an understanding of the symbiosis that exists between basic scientific principles and their mathematical expressions as well as a deeper appreciation for such natural phenomena as cloud formations, halos and glories, tree heights and leaf patterns, butterfly and moth wings, and even puddles and mud cracks.** **Developed out of a university course, this book makes an ideal supplemental text for courses in applied mathematics and mathematical modeling.** **It will also appeal to mathematics educators and enthusiasts at all levels, and is designed so that it can be dipped into at leisure.** **Linear Algebra: A Modern Introduction** *Cengage Learning* **David Poole's innovative LINEAR ALGEBRA: A MODERN INTRODUCTION, 4e emphasizes a vectors approach and better prepares students to make the transition from computational to theoretical mathematics.** **Balancing theory and applications, the book is written in a conversational style and combines a traditional presentation with a focus on student-centered learning.** **Theoretical, computational, and applied topics are presented in a flexible yet integrated way.** **Stressing geometric understanding before computational techniques, vectors and vector geometry are introduced early to help students visualize concepts and develop mathematical maturity for abstract thinking.** **Additionally, the book includes ample applications drawn from a variety of disciplines, which reinforce the fact that linear algebra is a valuable tool for modeling real-life problems.** **Important Notice: Media content referenced within the product description or the product text may not be**

available in the ebook version. **Philosophy and Public Administration An Introduction** *Edward Elgar Publishing* **Philosophy and Public Administration** provides a systematic and comprehensive introduction to the philosophical foundations of the study and practice of public administration. In this revised second edition, Edoardo Ongaro offers an accessible guide for improving public administration, exploring connections between basic ontological and epistemological stances and public governance, while offering insights for researching and teaching philosophy for public administration in university programmes. **Metamorphosis** *Diamond Pocket Books Pvt Ltd* Franz Kafka, the author has very nicely narrated the story of Gregou Samsa who wakes up one day to discover that he has metamorphosed into a bug. The book concerns itself with the themes of alienation and existentialism. The author has written many important stories, including 'The Judgement', and much of his novels 'Amerika', 'The Castle', 'The Hunger Artist'. Many of his stories were published during his lifetime but many were not. Over the course of the 1920s and 30s Kafka's works were published and translated instantly becoming landmarks of twentieth-century literature. Ironically, the story ends on an optimistic note, as the family puts itself back together. The style of the book epitomizes Kafka's writing. Kafka very interestingly, used to present an impossible situation, such as a man's transformation into an insect, and develop the story from there with perfect realism and intense attention to detail. The **Metamorphosis** is an autobiographical piece of writing, and we find that parts of the story reflect Kafka's own life. **Learning and Behavior** *Cengage Learning* **LEARNING AND BEHAVIOR**, Seventh Edition, is stimulating and filled with high-interest queries and examples. Based on the theme that learning is a biological mechanism that aids survival, this book embraces a scientific approach to behavior but is written in clear, engaging, and easy-to-understand language. Available with InfoTrac Student Collections <http://goengage.com/infotrac>. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version. **The Re-Emergence of Emergence The Emergentist Hypothesis from Science to Religion** *Oxford University Press* Much of the modern period was dominated by a 'reductionist' theory of science. On this view, to explain any event in the world is to reduce it down to fundamental particles, laws, and forces. In recent years reductionism has been dramatically challenged by a radically new paradigm called 'emergence'. According to this new theory, natural history reveals the continuous emergence of novel phenomena: new structures and new organisms with new causal powers. Consciousness is yet onemore emergent level in the natural hierarchy. Many theologians and religious scholars believe that this new paradigm may offer new insights into the nature of God and God's relation to the world. This volume introduces readers to emergence theory, outlines the major arguments in its defence, and summarizes the most powerful objections against it. Written by experts but suitable as an introductory text, these essays provide the best available presentation of this exciting new field and its potentially momentous implications. **Patty Paper Geometry** *Kendall/Hunt Publishing Company* **The Design and Engineering of Curiosity How the Mars Rover Performs Its Job** *Springer* This book describes the most complex machine ever sent to another planet: Curiosity. It is a one-ton robot with two brains, seventeen cameras, six wheels, nuclear power, and a laser beam on its head. No one human understands how all of its systems and instruments work. This essential reference to the Curiosity mission explains the engineering behind every system on the rover, from its rocket-powered jetpack to its radioisotope thermoelectric generator to its fiendishly complex sample handling system. Its lavishly illustrated text explains how all the instruments work -- its cameras, spectrometers, sample-cooking oven, and weather station -- and describes the instruments' abilities and limitations. It tells you how the systems have functioned on Mars, and how scientists and engineers have worked around problems developed on a faraway planet: holey wheels and broken focus lasers. And it explains the grueling mission operations schedule that keeps the rover working day in and day out. **Continuous Symmetry From Euclid to Klein** *American Mathematical Soc.* The fundamental idea of geometry is that of symmetry. With that principle as the starting point, Barker and Howe begin an insightful and rewarding study of Euclidean geometry. The primary focus of the book is on transformations of the plane. The transformational point of view provides both a path for deeper understanding of traditional synthetic geometry and tools for providing proofs that spring from a consistent point of view. As a result, proofs become more comprehensible, as techniques can be used and reused in similar settings. The approach to the material is very concrete, with complete explanations of all the important ideas, including foundational background. The discussions of the nine-point circle and wallpaper groups are particular examples of how the strength of the transformational point of view and the care of the authors' exposition combine to give a remarkable presentation of topics in geometry. This text is for a one-semester undergraduate course on geometry. It is richly illustrated and contains hundreds of exercises. **Essentials of Metaheuristics (Second Edition)** Interested in the Genetic Algorithm? Simulated Annealing? Ant Colony Optimization? **Essentials of Metaheuristics** covers these and other metaheuristics algorithms, and is intended for undergraduate students, programmers, and non-experts. The book covers a wide range of algorithms, representations, selection and modification operators, and related topics, and includes 71 figures and 135 algorithms great and small. Algorithms include: Gradient Ascent techniques, Hill-Climbing variants, Simulated Annealing, Tabu Search variants, Iterated Local Search, Evolution Strategies, the Genetic Algorithm, the Steady-State Genetic Algorithm, Differential Evolution, Particle Swarm Optimization, Genetic Programming variants, One- and Two-Population Competitive Coevolution, N-Population Cooperative Coevolution, Implicit Fitness Sharing, Deterministic Crowding, NSGA-II, SPEA2, GRASP, Ant Colony Optimization variants, Guided Local Search, LEM, PBIL, UMDA, cGA, BOA, SAMUEL, ZCS, XCS, and XCSF. **Working Knowledge How Organizations Manage What They Know** *Harvard Business Press* This influential book establishes the enduring vocabulary and concepts in the burgeoning field of knowledge management. It serves as the hands-on resource of choice for companies that recognize knowledge as the only sustainable source of competitive advantage going forward. Drawing from their work with more than thirty knowledge-rich firms, Davenport and Prusak--experienced consultants with a track record of success--examine how all types of companies can effectively understand, analyze, measure, and

manage their intellectual assets, turning corporate wisdom into market value. They categorize knowledge work into four sequential activities--accessing, generating, embedding, and transferring--and look at the key skills, techniques, and processes of each. While they present a practical approach to cataloging and storing knowledge so that employees can easily leverage it throughout the firm, the authors caution readers on the limits of communications and information technology in managing intellectual capital.

Unity for Absolute Beginners *Apress* **Unity for Absolute Beginners** walks you through the fundamentals of creating a small third-person shooter game with Unity. Using the free version of Unity to begin your game development career, you'll learn how to import, evaluate and manage your game resources to create awesome third-person shooters. This book assumes that you have little or no experience with game development, scripting, or 3D assets, and that you're eager to start creating games as quickly as possible, while learning Unity in a fun and interactive environment. With **Unity for Absolute Beginners** you'll become familiar with the Unity editor, key concepts and functionality. You'll learn how to import, evaluate and manage resources. You'll explore C# scripting in Unity, and learn how to use the Unity API. Using the provided art assets, you will learn the fundamentals of good game design and iterative refinement as you take your game from a simple prototype to a quirky, but challenging variation of the ever-popular first-person shooter. As can be expected, there will be plenty of destruction, special effects and mayhem along the way. **Unity for Absolute Beginners** assumes that you have little or no experience with game development, scripting, or 3D assets, but are eager to get up-to-speed as quickly as possible while learning Unity in a fun and interactive environment.

What Technology Wants *Penguin* From the author of the New York Times bestseller **The Inevitable**— a sweeping vision of technology as a living force that can expand our individual potential In this provocative book, one of today's most respected thinkers turns the conversation about technology on its head by viewing technology as a natural system, an extension of biological evolution. By mapping the behavior of life, we paradoxically get a glimpse at where technology is headed-or "what it wants." Kevin Kelly offers a dozen trajectories in the coming decades for this near-living system. And as we align ourselves with technology's agenda, we can capture its colossal potential. This visionary and optimistic book explores how technology gives our lives greater meaning and is a must-read for anyone curious about the future.

Case Studies in Science Education Introduction to English Morphology Words and Their Structure (2nd edition) *Edinburgh University Press* What exactly are words? Are they the things that get listed in dictionaries, or are they the basic units of sentence structure? Andrew Carstairs-McCarthy explores the implications of these different approaches to words in English. He explains the various ways in which words are related to one another, and shows how the history of the English language has affected word structure. Topics include: words, sentences and dictionaries; a word and its parts (roots and affixes); a word and its forms (inflection); a word and its relatives (derivation); compound words; word structure; productivity; and the historical sources of English word formation. Requiring no prior linguistic training, this textbook is suitable for undergraduate students of English - literature or language - and provides a sound basis for further linguistic study.

Project Management the Agile Way, Second Edition Making it Work in the Enterprise *J. Ross Publishing* "...a well written and content rich book. From a teacher's perspective, using this book in an advanced project management seminar challenges students to understand the application of these concepts." —Alexander Walton, PMP, IT consultant to the University of California at Berkeley Widely acclaimed as one of the top agile books in its first edition, **Project Management the Agile Way** has now been updated and redesigned by popular demand. This second edition is in a modular format to facilitate training and advanced course instruction, and provides new coverage of agile, such as hybrid agile methods, the latest public sector practices, and a chapter dedicated to transitioning to agile. It discusses the "grand bargain" between project management and business; the shift in dominance from plans to product and from input to output; and introduces new concepts such as return on benefit. Experienced practitioners and students that want to learn how to make agile work effectively in the enterprise should read this book. Individuals preparing for the PMI Agile Certified Practitioner (PMI-ACP)® examination, and training providers developing courses, will find this second edition quite helpful.

Fractions, Decimals, Percents, and Ratios Intermediate A History of Chinese Science and Technology Volume 1 *Springer* **A History of Chinese Science and Technology (Volumes 1, 2 & 3)** presents 44 individual lectures, beginning with **Ancient Chinese Science and Technology in the Process of Human Civilizations** and an **Overview of Chinese Science and Technology**, and continuing with in-depth discussions of several issues in the **History of Science and the Needham Puzzle**, interspersed with topics on **Astronomy, Arithmetic, Agriculture and Medicine, The Four Great Inventions**, and various technological areas closely related to clothing, food, shelter and transportation. This book is the most authoritative work on the history of Chinese Science and Technology. It is the Winner of the China Book Award, the Shanghai Book Award (1st prize), and the Classical China International Publishing Project (GAPP, General Administration of Press and Publication of China) and offers an essential resource for academic researchers and non-experts alike. It originated with a series of 44 lectures presented to top Chinese leaders, which received very positive feedback. Written by top Chinese scholars in their respective fields from the Institute for the History of Natural Sciences, Chinese Academy of Sciences and many other respected Chinese organizations, the book is intended for scientists, researchers and postgraduate students working in the history of science, philosophy of science and technology, and related disciplines. Yongxiang Lu is a professor, former president and member of the Chinese Academy of Sciences (CAS) and Chinese Academy of Engineering (CAE), and Vice Chairman of the National Congress of China.

Curating Now Imaginative Practice, Public Responsibility *University of the Arts Philadelphia* In a time which one critic characterized recently as the era of the curator, it is not only relevant but absolutely necessary to thoroughly question the current state of curatorial practice, its professional values, and the assumptions implicit in them. **Curating Now** gathers together the thoughts of a diverse group of internationally recognized, influential curators, comments presented for the benefit and examination of their peers at a weekend-long symposium held in October 2000. Questions

regarding curatorial power and authorship, as well as how external pressures and challenges shape exhibitions, were addressed by participants including Robert Storr, Senior Curator, The Museum of Modern Art, New York; Thelma Golden, Deputy Director of exhibitions, the Studio Museum in Harlem, New York; Hans-Ulrich Obrist, Curator, Musee d'Art Moderne de la Ville de Paris; and Nicholas Serota, Director, Tate Gallery, London.

Manufacturing Facilities Design and Material Handling *Pearson Educación* This project-oriented facilities design and material handling reference explores the techniques and procedures for developing an efficient facility layout, and introduces some of the state-of-the-art tools involved, such as computer simulation. A "how-to," systematic, and methodical approach leads readers through the collection, analysis and development of information to produce a quality functional plant layout. Lean manufacturing; work cells and group technology; time standards; the concepts behind calculating machine and personnel requirements, balancing assembly lines, and leveling workloads in manufacturing cells; automatic identification and data collection; and ergonomics. For facilities planners, plant layout, and industrial engineer professionals who are involved in facilities planning and design.

The Democratization of Artificial Intelligence *Net Politics in the Era of Learning Algorithms* *transcript Verlag* After a long time of neglect, Artificial Intelligence is once again at the center of most of our political, economic, and socio-cultural debates. Recent advances in the field of Artificial Neural Networks have led to a renaissance of dystopian and utopian speculations on an AI-rendered future. Algorithmic technologies are deployed for identifying potential terrorists through vast surveillance networks, for producing sentencing guidelines and recidivism risk profiles in criminal justice systems, for demographic and psychographic targeting of bodies for advertising or propaganda, and more generally for automating the analysis of language, text, and images. Against this background, the aim of this book is to discuss the heterogeneous conditions, implications, and effects of modern AI and Internet technologies in terms of their political dimension: What does it mean to critically investigate efforts of net politics in the age of machine learning algorithms?

Understanding by Design *ASCD* Presents a multifaceted model of understanding, which is based on the premise that people can demonstrate understanding in a variety of ways.

Geometry and Topology *Cambridge University Press* Geometry aims to describe the world around us. It is central to many branches of mathematics and physics, and offers a whole range of views on the universe. This is an introduction to the ideas of geometry and includes generous helpings of simple explanations and examples. The book is based on many years teaching experience so is thoroughly class-tested, and as prerequisites are minimal, it is suited to newcomers to the subject. There are plenty of illustrations; chapters end with a collection of exercises, and solutions are available for teachers.

Evolution Education Re-considered *Understanding What Works* *Springer* This collection presents research-based interventions using existing knowledge to produce new pedagogies to teach evolution to learners more successfully, whether in schools or elsewhere. 'Success' here is measured as cognitive gains, as acceptance of evolution or an increased desire to continue to learn about it. Aside from introductory and concluding chapters by the editors, each chapter consists of a research-based intervention intended to enable evolution to be taught successfully; all these interventions have been researched and evaluated by the chapters' authors and the findings are presented along with discussions of the implications. The result is an important compendium of studies from around the world conducted both inside and outside of school. The volume is unique and provides an essential reference point and platform for future work for the foreseeable future.

Statistical Downscaling and Bias Correction for Climate Research *Cambridge University Press* A comprehensive and practical guide, providing technical background and user context for researchers, graduate students, practitioners and decision makers. This book presents the main approaches and describes their underlying assumptions, skill and limitations. Guidelines for the application of downscaling and the use of downscaled information in practice complete the volume.

Transformation Geometry *An Introduction to Symmetry* *Springer Science & Business Media* Transformation Geometry: An Introduction to Symmetry offers a modern approach to Euclidean Geometry. This study of the automorphism groups of the plane and space gives the classical concrete examples that serve as a meaningful preparation for the standard undergraduate course in abstract algebra. The detailed development of the isometries of the plane is based on only the most elementary geometry and is appropriate for graduate courses for secondary teachers.

Logo Design Workbook *A Hands-On Guide to Creating Logos* *Rockport Publishers* Logo Design Workbook focuses on creating powerful logo designs and answers the question, "What makes a logo work?" In the first half of this book, authors Sean Adams and Noreen Morioka walk readers step-by-step through the entire logo-development process. Topics include developing a concept that communicates the right message and is appropriate for both the client and the market; defining how the client's long-term goals might affect the look and needs of the mark; choosing colors and typefaces; avoiding common mistakes; and deciphering why some logos are successful whereas others are not. The second half of the book comprises in-depth case studies on logos designed for various industries. Each case study explores the design brief, the relationship with the client, the time frame, and the results.

Sales Ex Machina *Selling and AI* We are about to experience the equivalent of a major tectonic shift where the functional plates of sales, marketing, and technology will shear and, in some cases, smash against one another. Functions that were once the domain of salespeople will be transformed, subsumed, or obliterated.

The Lacanian Review *6* ¡Urgent! The Lacanian Review (TLR) is a semiannual English-language journal of psychoanalysis, with bilingual (French - English) presentations of texts by Jacques Lacan and Jacques-Alain Miller. TLR publishes writing from prominent international figures of the Lacanian Orientation, featuring new theoretical developments in psychoanalysis, testimonies of the pass, dialogues with other discourses, and articles on contemporary culture, politics, art and science. Each issue explores a theme intersecting the symptoms of our era and emerging work in the New Lacanian School (NLS) and the World Association of Psychoanalysis (WAP). In issue 6 of The Lacanian Review (TLR), there is not a moment to lose. The acceleration of culture and the vertiginous pressure of the drive seem to collapse the instant to see, the time to understand and the moment to conclude. The urgent subject of the now cannot

catch up to rapid cycles of political upheaval and social media streams turned into torrents of data. Production overflows consumption in a tidal wave of imaginary cacophony. How does psychoanalysis today respond to urgent times? For its 6th issue, *The Lacanian Review (TLR)* tasks the signifier, *Urgent!*, to orient the work of the New Lacanian School (NLS) in examining the urgent cases that occupy our clinic in preparation for the 2019 NLS Congress in Tel Aviv: ¡URGENT! Tracing the edge of the latest Lacan, Bernard Seynhaeve (President of the NLS) curated a series of newly established texts by Jacques Lacan and Jacques-Alain Miller, translated by Russell Grigg, appearing in the first ever bilingual featured section of TLR. Four lessons from the seminars of Jacques-Alain Miller frame this issue. TLR 6 draws heavily from the work of the current Analysts of the School to explore four new fundamental concepts of psychoanalysis: Pass, Real Unconscious, Urgent Cases, and Satisfaction. Interviews with Angelina Harari (President of the WAP), Ricardo Seldes (Director of Pausa), and Lee Edelman (Professor of English Literature at Tufts University) elaborate fundamental concepts across the work of the School One, the clinic of applied analysis, and literary theory in dialogue with psychoanalysis. A groundbreaking orientation text by Éric Laurent from the 2018 Congress of the World Association of Psychoanalysis (WAP) will be published for the first time in English, along with clinical cases exploring transference and psychosis. And finally, approaching the problem of temporality in psychoanalysis, this issue spans Freudian time-management to the logic of the cut in the Lacanian Orientation. TLR is published by the New Lacanian School (amp-nls.org) and distributed by the Lacanian Compass Bookshop (lacaniancompass.com) and Eurl Huysmans (ecf-echoppe.com).

Is There an Engineer Inside You? A Comprehensive Guide to Career Decisions in Engineering *Bonamy Pub* Turn yourself into a top-notch engineering student and become a successful engineer with the ideas and information in this one-of-a-kind resource. Get yourself on the path to a challenging, rewarding, and prosperous career as an engineer by getting inside each discipline, learning the differences and making educated choices. Updated and now covering 27 different branches of engineering, "Is There an Engineer Inside You?" is packed with suggestions and has tremendous advice on thriving in an engineering student environment.