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Introducing Linguistics Introducing Philosophy of Science Introducing Aesthetics Introducing Mind and Brain Introducing Psychology Introducing Mathematics Introducing Philosophy Introducing Logic Introducing Game Theory Introducing Bertrand Russell Introducing Einstein Graphic Gui Introducing Sociology Introducing Freud Introducing Anthropology Introducing Aristotle Introducing Political Philosophy Introducing Machiavelli Introducing Capitalism Introducing Darwin Introducing Rousseau Introducing Economics Introducing Semiotics Introducing Chomsky Introducing Modernism Introducing Consciousness Introducing Literary Criticism Introducing Lacan Introducing Jung Introducing Postmodernism FREE Introducing Graphic Guide Sampler Capitalism: A Graphic Guide Introducing Particle Physics Think for Yourself Introducing Time Introducing Alain Badiou Introducing Heidegger Introducing Infinity Introducing Thatcherism Introducing Levi-Strauss Introducing Media Studies **Introducing Linguistics** 2014-06-05 covering thinkers from aristotle to saussure and chomsky introducing linguistics reveals the rules and beauty that underlie language our most human skill Introducing Philosophy of Science 2015-06-18 what do scientists actually do is science value free how has science evolved through history where is science leading us introducing philosophy of science is a clear and incisively illustrated map of the big questions underpinning science it is essential reading for students the general public and even scientists themselves **Introducing Aesthetics** 2014-12-01 what is beauty and what is truth these are some of the questions which aesthetics tries to answer in our everyday life we talk about the aesthetics of an artwork or a piece of design but aesthetics goes beyond the simple experience of art it is also a branch of philosophy concerned with the whole nature of experience itself explored through our perceptions feelings and emotions **Introducing Mind and Brain** 2018-04-05 how do emotions affect your basic decision making why do certain smells prompt long forgotten memories and what makes us suddenly self conscious how does the biological organ the brain give rise to all of the thoughts in your head enable you to think to feel to be conscious and aware to have a mind introducing mind and brain explains what the sciences have to say about planning and action language memory attention emotions and vision it traces the historical development of ideas about the brain and its function from antiquity to the age of neuro imaging clearly explained by professor of psychology angus gellatly and award winning artist oscar zarate they invite you to take a fresh look at the nature of mind consciousness and personal identity Introducing Psychology 2014-06-05 what is psychology when did it begin where did it come from how does psychology compare with related subjects such as psychiatry and psychotherapy to what extent is it scientific introducing psychology answers all these questions and more explaining what the subject has been in the past and what it is now the main schools of thought and the sections within psychology are described including

introspection biopsychology psychoanalysis behaviourism

comparative animal psychology cognitive approaches including the gestalt movement social psychology developmental psychology and humanism the key figures covered include freud pavlov skinner bandura piaget bowlby maslow and rogers as well as many lesser known but important psychologists

Introducing Mathematics 2015-03-14 what is mathematics and why is it such a mystery to so many people mathematics is the greatest creation of human intelligence it affects us all we depend on it in our daily lives and yet many of the tools of mathematics such as geometry algebra and trigonometry are descended from ancient or non western civilizations introducing mathematics traces the story of mathematics from the ancient world to modern times describing the great discoveries and providing an accessible introduction to such topics as number systems geometry and algebra the calculus the theory of the infinite statistical reasoning and chaos theory it shows how the history of mathematics has seen progress and paradox go hand in hand and how this is still happening today

Introducing Philosophy 2014-06-05 philosophers have always enjoyed asking awkward and provocative questions such as what is the nature of reality what are human beings really like what is special about the human mind and consciousness are we free to choose who we are and what we do can we prove that god exists can we be certain about anything at all what is truth does language provide us with a true picture of the world how should we behave towards each other do computers think introducing philosophy is a comprehensive graphic guide to the thinking of all the significant philosophers of the western world from heraclitus to derrida it examines and explains their key arguments and ideas without being obscure or solemn lively and accessible it is the perfect introduction to philosophers and philosophical ideas for anyone coming to the subject for the first time

Introducing Logic 2014-06-05 logic is the backbone of western civilization holding together its systems of philosophy science and law yet despite logic s widely acknowledged importance it remains an unbroken seal for many due to its heavy use of jargon and mathematical symbolism this book follows the historical

development of logic explains the symbols and methods involved and explores the philosophical issues surrounding the topic in an easy to follow and friendly manner it will take you through the influence of logic on scientific method and the various sciences from physics to psychology and will show you why computers and digital technology are just another case of logic in action Introducing Game Theory 2017-03-02 when should you adopt an aggressive business strategy how do we make decisions when we don t have all the information what makes international environmental cooperation possible game theory is the study of how we make a decision when the outcome of our moves depends on the decisions of someone else economists ivan and tuvana pastine explain why in these situations we sometimes cooperate sometimes clash and sometimes act in a way that seems completely random stylishly brought to life by award winning cartoonist tom humberstone game theory will help readers understand behaviour in everything from our social lives to business global politics to evolutionary biology it provides a thrilling new perspective on the world we live in Introducing Bertrand Russell 2015-09-03 bertrand russell changed western philosophy forever he tackled many puzzles how our minds work how we experience the world and what the true nature of meaning is in introducing bertrand russell we meet a passionate eccentric active in world politics who had outspoken views on sex marriage religion and education Introducing Einstein Graphic Gui 2012-09-01 compact introducing guide to the father of modern physics albert einstein s development of the theory of general relativity caused a transformation in the physics world he received the 1921 novel prize for physics for his services to theoretical physics and his name has become synonymous with genius joseph schwartz and michael mcguiness guide is a concise readable guide to the most influential physicist to have ever lived

Introducing Sociology 2016-11-03 sociology is interested in the ways people shape the society they live in and the ways society shapes them simply it is the study of what modern society is and how it functions in the series inimitable style introducing sociology traces the origins of sociology from industrialization

revolution and the enlightenment through to globalization neoliberalism and the fear of nationalism introducing you to key thinkers movements and concepts along the way you will develop insight into the world around you as you engage your sociological imagination and explore studies of the city theories of power and knowledge concepts of national racial and sexual identity and much more

Introducing Freud 2014-06-05 freud revolutionized the way we think about ourselves his psychoanalytic terms such as id ego libido neurosis and oedipus complex have become a part of our everyday vocabulary but do we know what they really mean introducing freud successfully demystifies the facts of freud s discovery of psychoanalysis irreverent and witty but never trivial the book tells the story of freud s life and ideas from his upbringing in 19th century vienna his early medical career and his encounter with cocaine to the gradual evolution of his theories on the unconscious dreams and sexuality with its combination of brilliantly clever artwork and incisive text this book has achieved international success as one of the most entertaining and informative introductions to the father of psychoanalysis

Introducing Anthropology 2014-12-01 anthropology originated as the study of primitive cultures but the notion of primitive exposes presumptions of civilized superiority and the right of the west to speak for less evolved others with the fall of empire anthropology became suspect and was torn by dissension from within did anthropology serve as a handmaiden to colonialism is it a science created by racism to prove racism can it aid communication between cultures or does it reinforce our differences introducing anthropology is a fascinating account of an uncertain human science seeking to transcend its unsavoury history it traces the evolution of anthropology from its genesis in ancient greece to its varied forms in contemporary times anthropology s key concepts and methods are explained and we are presented with such big name anthropologists as franz boas bronislaw malinowski e e evans pritchard margaret mead and claude levi strauss the new varieties of self critical and postmodern anthropologies are examined and the leading question of the impact of anthropology

on non western cultures is given centre stage introducing anthropology is lucid in its arguments its good humour supported by apt and witty illustrations this book offers a highly accessible invitation into anthropology

Introducing Aristotle 2015-06-18 introducing aristotle guides the reader through an explosion of theories from the establishment of systematic logic to the earliest rules of science aristotle s authority extended beyond his own lifetime to influence fundamentally islamic philosophy and medieval scholasticism for fifteen centuries he remained the paradigm of knowledge itself but can aristotelian realism still be used to underpin our conception of the world today

Introducing Political Philosophy 2014-12-01 essential illustrated guide to key ideas of political thought philosophers have always asked fundamental and disturbing questions about politics plato and aristotle debated the merits of democracy the origins of society the state and government authority were issues addressed by hobbes rousseau hegel marx and many other philosophers introducing political philosophy explains the central concepts of this intriguing branch of philosophy and presents the major political theorists from plato to foucault how did governments get started why should they be obeyed could we live without them how much power should they have is freedom a right which is the best form of government in the wake of consumerism and postmodernism our need for a better grasp of political ideas is greater than ever dave robinson s account of this complex subject is always clear informative and accompanied by the entertainingly inventive illustrations of judy groves

Introducing Machiavelli 2015-06-18 illustrated guide to the crucial italian philosopher and author of the prince machiavellian is a popular byword for treachery and opportunism machiavelli s classic book on statecraft the prince published over 400 years ago remains controversial to this day because of its electrifying frankness as a practical guide to power is it a how to manual for dictators a cynical philosophy of the end justifies the means or a more complex and subtle analysis of successful government machiavelli was a loyal servant of the florentine republic his

opposition to medici despotism led him to torture on the rack and exile and yet he chose as his model for the prince the most notorious tyrant cesare borgia introducing machiavelli traces the colourful life of this paradoxical realist whose clear sighted patriotism made him the first truly modern political scientist machiavelli is seen as central to the postmodern debate on civil society this book brings the creative turbulence of renaissance italy to life and presents a compelling portrait of a key figure of european political history

Introducing Capitalism 2014-06-05 capitalism now dominates the globe both in economics and ideology shapes every aspect of our world and influences everything from laws wars and government to interpersonal relationships introducing capitalism tells the story of its remarkable and often ruthless rise evolving through strife and struggle as much as innovation and enterprise dan cryan and sharron shatil with piero s brilliant graphics cover the major economic social and political developments that shaped the world we live in such as the rise of banking the founding of america and the opium wars the book explores the leading views for and against including thinkers like adam smith karl marx theodor adorno and milton friedman the connections between them and their historical context few ideas have had as much impact on our everyday lives as capitalism introducing capitalism is the essential companion

Introducing Darwin 2015-03-14 progress in genetics today would not be possible without darwin s revolution but the mysterious man who laid the rational basis for undermining belief in god s creation was remarkable timid he spent most of his life in seclusion a semi invalid riddled with doubts fearing the controversy his theories might unleash in this brilliantly lucid book a classic originally published in 1982 jonathan miller unravels darwin s life and his contribution to biology and traces the path from his scientific predecessors to the later modifications that his own evolutionary theories required introducing darwin brings alive the difficult progress from pre darwinian thinking to modern genetics and the devastatingly important impact of one man on our fundamental understanding of biology life and ourselves

Introducing Rousseau 2015-09-03 illustrated guide to the crucial french philosopher who denied bring a philosopher at all i am like no one else in the whole world thus begins jean jacques rousseau's defiant confessions an autobiography of astounding psychological insight musician poet novelist and botanist but above all a philosopher who firmly denied being one rousseau was the first to ask what is the value of civilization his answer that civilization corrupts natural goodness and increases social inequalities shocked his enlightenment contemporaries and still challenges us today did rousseau inspire the french revolution can romanticism psychoanalysis and existentialism all be traced back to him introducing rousseau presents a maverick thinker whose ideas revolutionized our understanding of childhood education government language and much else dave robinson s clear and concise account of rousseau s ideas engagingly dramatized by oscar zarate s illustrations guides the reader through rousseau s turbulent life of lost innocence persecution and paranoia

Introducing Economics 2014-06-05 a comic book introduction to economics from david orrell the author of economyths 11 ways economics gets it wrong with illustrations from borin van loon part of the internationally recognised introducing graphic guide series today it seems all things are measured by economists the so called dismal science has never been more popular or given its failure to predict or prevent the recent financial crisis more controversial but what are the findings of economics is it really a science and how can it help our lives introducing economics traces the history of the subject from the ancient greeks to the present day orrell and van loon bring to life the contributions of great economists such as adam smith karl marx john maynard keynes and milton friedman and delve into ideas from new areas such as ecological and complexity economics that are revolutionizing the field

<u>Introducing Semiotics</u> 2014-12-01 introducing semiotics outlines the development of sign study from its classical precursors to contemporary post structuralism through paul cobley s incisive text and litza jansz s brilliant illustrations it identifies the key semioticians and their work and explains the simple concepts

behind difficult terms for anybody who wishes to know why signs are crucial to human existence and how we can begin to study systems of signification this book is the place to start *Introducing Chomsky* 2015-03-14 can it be that the human brain possesses an in built faculty for language noam chomsky one of the most brilliant linguists of the 20th century believes that it does that there exists a universal grammar common to all languages around the world children learn in very similar ways languages that seem entirely different this is possible chomsky argues because all human languages and their grammatical structures are linked in the human brain chomsky is controversial and yet highly influential both in his pioneering work in linguistics and in his unrelenting critique of international power and his commitment to freedom and justice these two chomskys are heirs to the enlightenment tradition and this book is the ideal introduction to them both

Introducing Modernism 2015-03-14 modernism is usually thought of as a shock wave of innovations hitting art architecture music cinema and literature the work of picasso joyce schoenberg movements like futurism and dada the architecture of le corbusier t s eliot s the wasteland and the avant garde theatre of bertolt brecht or samuel beckett but what really defines modernism why did it begin and how long did it last is modernism over now chris rodriguez and chris garratt s brilliant graphic guide is a brilliant exploration of the last century s most thrilling artistic work and what it s really all about Introducing Consciousness 2015-03-14 an excellent book ted honderich emeritus professor of philosophy of mind and logic at university college london ucl introducing consciousness provides a comprehensive guide to the current state of consciousness studies it starts with the history of the philosophical relation between mind and matter and proceeds to scientific attempts to explain consciousness in terms of neural mechanisms cerebral computation and quantum mechanics along the way readers will be introduced to zombies and chinese rooms ghosts in machines and erwin schrodinger s cat

Introducing Literary Criticism 2016-02-04 from plato to virginia woolf structuralism to practical criticism introducing

literary criticism charts the history and development of literary criticism into a rich and complex discipline tackling disputes over the value and meaning of literature and exploring theoretical and practical approaches this unique illustrated guide will help readers of all levels to get more out of their reading Introducing Lacan 2014-12-01 jacques lacan is now regarded as a major psychoanalytical theorist alongside freud and jung although recognition has been delayed by fierce arguments over his ideas written by a leading lacanian analyst introducing lacan guides the reader through his innovations including his work on paranoia his addition of structural linguistics to freudianism and his ideas on the infant mirror phase it also traces lacan s influence in postmodern critical thinking on art literature philosophy and feminism this is the ideal introduction for anyone intrigued by lacan's ideas but discouraged by the complexity of his writings

Introducing Jung 2015-06-18 clever and witty susie orbach quardian carl gustav jung was the enigmatic and controversial father of analytical psychology this updated edition of introducing jung brilliantly explains the theories that underpin jung s work delves into the controversies that led him to break away from freud and describes his near psychotic breakdown from which he emerged with radical new insights into the nature of the unconscious mind and which were published for the first time in 2009 in the red book step by step maggie hyde demonstrates how it was entirely logical for him to explore the psychology of religion alchemy astrology the i ching and other phenomena rejected by science in his investigation of his patients dreams fantasies and psychic disturbances Introducing Postmodernism 2014-06-05 what connects marliyn monroe disneyworld the satanic verses and cyber space answer postmodernism but what exactly is postmodernism this graphic guide explains clearly the maddeningly enigmatic concept that has been used to define the world s cultural condition over the last three decades introducing postmodernism tracks the idea back to its roots by taking a tour of some of the most extreme and exhilarating events people and thought of the

last 100 years in art constructivism conceptual art marcel duchamp jackson pollock and andy warhol in politics and history mccarthy s witch hunts feminism francis fukuvama and the holocaust in philosophy the work of derrida baudrillard foucault and heidegger the book also explores postmodernism s take on today and the anxious grip of globalisation unpredictable terrorism and unforeseen war that greeted the dawn of the 21st century regularly controversial rarely straightforward and seldom easy postmodernism is nonetheless a thrilling intellectual adventure introducing postmodernism is the ideal guide FREE Introducing Graphic Guide Sampler 2014-07-14 introducing graphic guides is the bestselling series which explores big ideas from quantum theory to psychoanalysis using concise authoritative text and graphic novel style illustrations for the very first time 28 titles are now available in ebook format for all e reading devices this free ebook sampler contains extracts from six books introducing psychology asks what exactly psychology is precisely where has it come from and the extent to which it can be considered scientific introducing quantum theory explores bizarre paradoxes which contradict the logic of classical physics in the work of planck einstein bohr heisenberg schrodinger and others introducing islam recounts the history of the religion from the 6th century to its status as a global culture and political force today introducing statistics book traces the rise of statistics from the ancient babylonians egyptians and chinese to the censuses of romans and the greeks and the modern emergence of the term itself in europe introducing capitalism tells the story of the remarkable and often ruthless rise of capitalist politics and economics which have evolved through strife and struggle as much as innovation and enterprise introducing feminism explores women s conscious struggle to resist discrimination and sexist oppression from the 17th century to the present day find out more about the series at introducingbooks com ebooks

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beginnings to the present day capitalism a graphic guide tells the story of capitalism's remarkable and often ruthless rise evolving through strife and struggle as much as innovation and enterprise this non fiction graphic novel explores the key developments that have shaped our modern world from early banking to the opium wars financial crashes the rise of service economies and concerns about sustainability it also introduces us to the leading proponents and critics of capitalism providing both a theoretical and practical understanding of this fascinating subject Introducing Particle Physics 2014-06-05 what really happens at the most fundamental levels of nature introducing particle physics explores the very frontiers of our knowledge even showing how particle physicists are now using theory and experiment to probe our very concept of what is real from the earliest history of the atomic theory through to supersymmetry micro black holes dark matter the higgs boson and the possibly mythical graviton practising physicist and cern contributor tom whyntie gives us a mind expanding tour of cutting edge science featuring brilliant illustrations from oliver pugh introducing particle physics is a unique tour through the most astonishing and challenging science being undertaken today Think for Yourself 2012-09-06 what is the place of individual choice and consequence in a post holocaust world of continuing genocidal ethnic cleansing is identity now a last ditch cultural defence of ethnic nationalisms and competing fundamentalisms in a climate of instant information free markets and possible ecological disaster how do we define rights self interest and civic duties introducing ethics confronts these dilemmas tracing the arguments of the great moral thinkers including socrates plato aristotle hobbes and kant and brings us up to date with postmodern critics logic is the backbone of western civilization holding together its systems of philosophy science and law yet despite logic s widely acknowledged importance it remains an unbroken seal for many due to its heavy use of jargon and mathematical symbolism introducing logic follows the historical development of logic explains the symbols and methods involved and explores the philosophical issues surrounding the topic it will take you through the influence of logic on scientific method and

the various sciences from physics to psychology and will show you why computers and digital technology are just another case of logic in action dave robinson and judy groves introducing philosophy explores the awkward and provocative questions that philosophers have always enjoyed asking such as what is the nature of reality can we prove that god exists does language provide us with a true picture of the world comprehensive and enjoyable it examines the key arguments and ideas off all the significant philosophers of the western world from heraclitus to derrida

Introducing Time 2014-05-15 what is time the 5th century philosopher st augustine famously said that he knew what time was so long as no one asked him is time a fourth dimension similar to space or does it flow in some sense and if it flows does it make sense to say how fast does the future exist is time travel possible why does time seem to pass in only one direction these questions and others are among the deepest and most subtle that one can ask but introducing time presents them many for the first time in an easily accessible lucid and engaging manner wittily illustrated by ralph edney

Introducing Alain Badiou 2014-12-01 the works of french philosopher alain badiou range from novels poems romanopéras and popular political treatises to elaborate philosophical arguments engaging with mathematical theory badiou suggests that philosophy is always a biography of the philosopher and throughout all of his writing there is a staunch commitment to emancipatory politics and a radical yet faithful subjectivity his famous or infamous philosophy of emancipation is firmly grounded in his fidelity to the universal idea of a collective life introducing alain badiou is an elegantly written and crisply illustrated guide to an essential contemporary thinker

Introducing Heidegger 2015-03-14 martin heidegger philosophy s hidden king or leading exponent of a dangerously

philosophy s hidden king or leading exponent of a dangerously misguided secular mysticism heidegger has been acclaimed as the most powerfully original philosopher of the twentieth century profoundly influential on deconstruction existentialism and phenomenology he stands behind all major strands of post structuralist and postmodern thought heidegger announced the

end of philosophy and of humanism and was a committed nazi and vocal supporter of hitler's national socialism was heidegger offering a deeply conservative mythology or a crucial deconstruction of philosophy as we have known it introducing heidegger provides an accessible introduction to his notoriously abstruse thinking mapping out its historical contexts and exploring its resonances in ecology theology art architecture literature and other fields the book opens up an encounter with a kind of thinking whose outlines might still not yet be clear and whose forms might still surprise us

Introducing Infinity 2014-12-01 infinity is a profoundly counter intuitive and brain twisting subject that has inspired some great thinkers and provoked and shocked others the ancient greeks were so horrified by the implications of an endless number that they drowned the man who gave away the secret and a german mathematician was driven mad by the repercussions of his discovery of transfinite numbers brian clegg and oliver pugh s brilliant graphic tour of infinity features a cast of characters ranging from archimedes and pythagoras to al khwarizmi fibonacci galileo newton leibniz cantor venn gödel and mandelbrot and shows how infinity has challenged the finest minds of science and mathematics prepare to enter a world of paradox

Introducing Thatcherism 2015-09-03 margaret thatcher s political career was one of the most remarkable of modern times she rose to become the first woman to lead a major western democracy serving as british prime minister admired by ronald regan and the united states congress introducing thatcherism looks at the political philosophy behind this influential and controversial woman

Introducing Levi-Strauss 2014 an introducing graphic guide to the father of modern anthropology

Introducing Media Studies 2015-03-14 the media is ubiquitous every day we watch hours of tv listen to the radio read newspapers and magazines go to the cinema sit in front of videos or surf the these information commodities exercise enormous influence and power over all of us introducing media studies explores the complex relationship between the media ideology

knowledge and power it provides a scintillating tour of media history and presents a coherent view of the media industry media theory and methods in media research it explains how the audience is constructed and how it in turn interprets the content and meaning of media representation we also learn how to analyse film deconstruct advertising and appreciate how tv and the press shape public opinion the media is a condition of our existence and in an unprecedented way the pervading shape of our history no one can afford to neglect a critical understanding of its omnipresence here is an entertaining and informative book accessible to students and general readers concerned with the increasing power influence and proliferation of the media

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