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Masters of the Universe
Conversations with Cosmologists of the Past

Helge Kragh, Professor of History of Science, Aarhus University, Denmark

Masters of the Universe follows the development of cosmology from around 1910 to the big bang standard model of the mid-1960s. It is unusual in that it presents an important chapter in the history of modern science in a format that is essentially fictitious. Kragh bases her title around a series of interview transcripts left by an imagined person (CCN), an engineer and cosmology enthusiast who, over half a century, conducted interviews with distinguished scientists. Among the interviewed are giants such as Albert Einstein, Edwin Hubble, and George Gamow, but also scientists who are less well known today such as Karl Schwarzschild, Paul Dirac, and Svante Arrhenius.

The book consists of revised transcripts of thirteen of the interviews that CCN conducted. Each interview is introduced by a brief description, taken from CCN’s notes, of the circumstances of the interview and the life of CCN at the time it took place. The interview transcript is followed by a brief biography of the interviewee. At the end of each chapter there is a series of comments aimed at clarifying and contextualizing the content. This part includes references to the relevant literature, both primary and secondary sources. The sources are collected in an extensive bibliography at the end of the book.

Despite its unconventional format, mixing authentic history with imagined history, the book is meant as a scholarly contribution to the history of modern cosmology. The interviews are purely fictitious, but they follow the authentic record closely. The form of imagined interviews allows the reader to get an insight into a fuller and, in a sense, more correct version of the history than what many books of the conventional and strictly factual form offer. In addition, by using the interview form the history is presented in a lively and freer way—but also in a person-centred and less systematic way—than in standard history of science. The book is largely non-technical and written for a broad readership with some basic knowledge of physics and astronomy.
Ivan Pavlov
A Russian Life in Science

Daniel P. Todes, Professor, Institute of the History of Medicine, Johns Hopkins University

This is a definitive, deeply researched biography of Russian physiologist Ivan Pavlov (1849-1936) and is the first scholarly biography to be published in any language. In his magnum opus, Professor Todes combines Pavlov’s personal documents with a close reading of scientific texts, fundamentally reinterpreting Pavlov’s famous research on conditional reflexes.

Contrary to legend, Pavlov was not a behaviorist; rather, he sought to explain not simply external behaviors, but the emotional and intellectual life of animals and humans. This book is also a traditional biography that weaves Pavlov into some 100 years of Russian history—particularly that of its intelligentsia—from the emancipation of the serfs to Stalin’s time.

Todes’s story of this powerful personality and extraordinary man is based upon interviews with surviving co-workers and family members (along with never-before-analyzed taped interviews from the 1960s and 1970s), examination of hundreds of scientific works by Pavlov and his contemporaries, and close analysis of materials from some twenty-five archives.

Extreme
Why Some People Thrive at the Limits

Dr Emma Barrett OBE, Honorary Researcher in Psychology at Lancaster University and Dr Paul Martin, Fellow at Imperial College, London

Why do some people risk their lives regularly by placing themselves in extreme and challenging situations? For some, such as astronauts, the extreme environments are part of the job. For others, they involve the thrill and competition of extreme sports, or the achievement of goals. Whether for sport or employment, all these people have made the personal choice to put themselves in environments in which there is significant risk. The psychology of those who have to cope with extreme conditions has been a matter of much research. It is important to understand the psychological pressures involved, and to recognize those best equipped to handle them. In Extreme, Emma Barrett and Paul Martin explore the challenges that people in extreme environments face, including pain, physical hardship, loneliness, and friction between individuals, and the approaches taken to overcome them. Using many fascinating examples and personal accounts, they argue that we can all benefit from the insights gained.

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Physics on Your Feet: Berkeley Graduate Exam Questions
or Ninety Minutes of Shame but a PhD for the Rest of Your Life!

Dmitry Budker, Professor of Physics, University of California at Berkeley, USA, and Alexander O. Sushkov, Post-Doctoral Fellow, Harvard University, USA

Physics on Your Feet is a collection of physics problems covering the broad range of topics in classical and modern physics that were, or could have been, asked at oral PhD exams at Berkeley. The questions are easy to formulate, but some of them can only be answered using an out-of-the-box approach. Detailed solutions are provided, from which the reader is guaranteed to learn a lot about the physicists’ way of thinking. The book is also packed full of cartoons and dry humour to help take the edge off the stress and anxiety surrounding exams. This is a helpful guide to students preparing for their exams, as well as to University lecturers looking for good instructive problems. No exams are necessary to enjoy the book!

Living with the Stars
How the Human Body is Connected to the Life Cycles of the Earth, the Planets, and the Stars

Karel Schrijver, Senior Fellow, Lockheed Martin Advanced Technology Center, California, and Iris Schrijver, Professor of Pathology and Paediatrics, Pathology Department, Stanford University School of Medicine

Living with the Stars tells the fascinating story of what truly makes the human body. The body that is with us all our lives is always changing. We are quite literally not who we were years, weeks, or even days ago: our cells die and are replaced by new ones at an astonishing pace. The entire body continually rebuilds itself, time and again, using the food and water that flow through us as fuel and as construction material. What persists over time is not fixed but merely a pattern in flux. We rebuild using elements captured from our surroundings, and are thereby connected to animals and plants around us, and to the bacteria within us that help digest them, and to geological processes such as continental drift and volcanism here on Earth. We are also intimately linked to the Sun’s nuclear furnace and to the solar wind, to collisions with asteroids and to the cycles of the birth of stars and their deaths in cataclysmic supernovae, and ultimately to the beginning of the universe.

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SCIENCE & MATHEMATICS

The Beauty of Physics
Patterns, Principles, and Perspectives

A. R. P. Rau, Professor of Physics, Department of Physics & Astronomy, Louisiana State University

While mathematics is its natural language, physics is mostly about patterns, connections, and relations between objects and phenomena, and it is this aspect that is emphasized in this book. The Beauty of Physics explores the ideas and broad unifying themes in physics. Each chapter, on themes such as dimensions, transformations, symmetries, or maps, begins with accessible examples, and later connects them to sophisticated realizations.

9780198709916
Sep-14 | £25.00 | 240pp

Biocode
The New Age of Genomics

Dawn Field, Senior Research Fellow, Oxford eResearch Centre (OeRC), Oxford University, and Neil Davies, Executive Director, University of California Berkeley’s Gump South Pacific Research Station

In Biocode, Dawn Field and Neil Davies go beyond the concept of the human genome, to show how the study of DNA and the emerging field of biodiversity genomics is being used to understand ourselves and the world around us. From sequencing technology and DNA-Art to curbside paternity testing, they explore the potential value of genomics projects. The future, the authors argue, will involve biocoding the entire planet.

9780199687756
Mar-15 | £16.99 | 256pp

Physics Project Lab

Paul Gluck, Lecturer, Jerusalem College of Engineering, and John King, Francis L Friedman Professor of Physics (Retired), MIT

This book is the result of the authors’ many years’ experience in guiding physics projects. It aims to satisfy a deeply felt need to involve students and their instructors in extended experimental investigations of physical phenomena. Over fifty extended projects are described in detail, at various levels of sophistication, aimed at both the advanced high school, as well as first and second year undergraduate physics students, and their instructors.

9780198704577
Nov-14 | £60.00 | 336pp

Science in Wonderland
The Factual Fairy-Tales of Victorian Britain

Melanie Keene, Graduate Tutor and Research Fellow, Homerton College, Cambridge

In Victorian Britain an array of writers captured the excitement of new scientific discoveries, and enticed young readers into learning their secrets by converting scientific explanations into imaginative fairy-tales. Science in Wonderland explores how these stories were presented and read. Keene introduces and analyses a range of Victorian fairy-tales, and asks why such a platform was chosen as a new form for presenting science to a young audience.

9780199662654
Mar-15 | £16.99 | 288pp

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The People’s Republic of Amnesia
Tiananmen Revisited

Louisa Lim, Foreign Correspondent, National Public Radio

On June 4, 1989, People’s Liberation Army soldiers opened fire on unarmed civilians in Beijing, killing untold hundreds of people. A quarter-century later, this defining event remains buried in China’s modern history, successfully expunged from collective memory. In *The People’s Republic of Amnesia*, NPR and former BBC correspondent Louisa Lim charts how the events of June 4th changed China, and how China changed the events of June 4th by rewriting its own history. Lim reveals new details about those fateful days, including how one of the country’s most senior politicians lost a family member to an army bullet, as well as the inside story of the young soldiers sent to clear Tiananmen Square. She also introduces us to individuals whose lives were transformed by the events of Tiananmen Square, such as a founder of the Tiananmen Mothers, whose son was shot by martial law troops; and one of the most important government officials in the country, who, post-Tiananmen, became one of its most prominent dissidents. Lim also examines how June 4th shaped China’s national identity, fostering a generation of young nationalists, who know little and care less about 1989. For the first time, Lim uncovers the details of a brutal crackdown in a second Chinese city that until now has been a near-perfect case study in the state’s ability to rewrite history, excising the most painful episodes. By tracking down eyewitnesses, discovering US diplomatic cables, and combing through official Chinese records, Lim offers the first account of a story that has remained untold for a quarter of a century. *The People’s Republic of Amnesia* is an original, powerfully gripping, and ultimately unforgettable book about a national tragedy and an unhealed wound.
Twelve Voices from Greece and Rome

Ancient Ideas for Modern Times

Christopher Pelling, Regius Professor of Greek, Oxford University, and Maria Wyke, Professor of Latin, University College London

How is it that the great writers from ancient Greece and Rome – cultures vastly removed from ours – still speak to us in such exhilarating and disturbing ways? Christopher Pelling and Maria Wyke were involved in a BBC Radio 3 series celebrating classical literature, and out of that this book arose. It is a vibrant and distinctive introduction to writers who deal with some of the most fundamental concerns in the world today (war and courage, dictatorship and democracy, empire, immigration, city life, art, madness, irrationality, and religious commitment), and express some of our most personal sentiments (family and friendship, desire and separation, grief and happiness). In each chapter, we meet one writer in their own setting, and see the impact they made in their time. And their words continue to engage us directly. Cicero invites us to judge between opposing arguments for the existence of a supreme deity. Virgil forces us to weigh in the balance female against male and love against the chaos of war. Sappho challenges us to comprehend her erotic predicament and feel the nature of her pleasure or her pain. Homer, Sappho, Herodotus, Euripides, Thucydides, Plato, Caesar, Cicero, Virgil, Homer, Horace, Juvenal, Tacitus all have profoundly affected the lives of those prepared to listen to them, right up the present day.
Veiled Warriors
Allied Nurses of the First World War

Christine E. Hallett, Professor of Nursing History, University of Manchester

Self-sacrificing heroines, romantic foils to the male combatants, and doctors’ handmaidens – the mythology that grew up around the First World War nurses distorted their real position as trained professionals performing significant work in their own right. Christine Hallett reveals the true story by drawing on evidence from archives across the world. She offers a compelling account of nurses’ wartime experiences and a clear appraisal of their work and its contribution to the allied cause on both the Western and Eastern fronts.

9780198703693
Aug-14 | £20.00 | 384pp

Stalin’s Citizens
Everyday Politics in the Wake of Total War

Serhy Yekelchyk, Associate Professor of History and Slavic Studies, University of Victoria, Canada

Being a good citizen under Stalin meant taking an active part in political rituals, such as elections, parades, festive meetings, political information sessions, and subscriptions to state bonds. Focusing on the last years of World War II and immediate postwar years, Yekelchyk shows how formulaic rituals under Stalin could create space for the people to express their concerns, fears, and prejudices, as well as their eagerness to be viewed as citizens in good standing.

9780199378449
Sep-14 | $55.00 | 288pp

A Concise History of South India
Issues and Interpretations

Noboru Karashima, Professor Emeritus, University of Tokyo, Japan

This book presents the history of South India from the earliest historical periods to the present. It analyses all the relevant questions in the history of South India ranging from the debate on ethnicities of the earliest people to megalithic cultures to the formation of states in the Sangam era. Updating the research after Nilkanta Sastri’s classic A History of South India, it brings in the elements of local culture and language, economic and social history as well as research of the last four decades.

9780198099772
Sep-14 | £32.99 | 472pp

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In God’s Path
The Arab Conquests and the Creation of an Islamic Empire

Robert G. Hoyland, Professor of Late Antiquity and Early Islamic Middle Eastern History, Institute for the Study of the Ancient World, NYU

In this ground-breaking new history, distinguished Middle East expert Robert G. Hoyland assimilates not only the rich biographical and geographical information of the early Muslim sources but also the many non-Arabic sources, contemporaneous or near-contemporaneous with the conquests. The story of the conquests begins with a broad picture of the Late Antique world prior to the Prophet’s arrival, a world dominated by the two superpowers of Byzantium and Sasanian Persia, “the two eyes of the world.” In between these empires, in western (Saudi) Arabia, emerged a distinct Arab identity, which helped weld its members into a formidable fighting force.

War and Society in Afghanistan
From the Mughals to the Americans, 1500-2013

Kaushik Roy, Guru Nanak Professor, Department of History, Jadavpur University, Kolkata, India

This monograph analyses the rhythms of war and the geopolitical significance of Afghanistan with a focus on the interrelated concepts of weak/rentier state, great power rivalry and counter-insurgency. It analyses why the Mughal, the British, the Soviets, and the Americans won the conventional wars in Afghanistan but were defeated in the unconventional ones. It takes a comprehensive view of the history of the region and provides a political and military narrative of conventional and unconventional war in Afghanistan during the last five centuries.

The Oxford Illustrated History of the Reformation

Edited by Peter Marshall, Professor of History, University of Warwick, UK

Covering both Protestant and Catholic reform movements, in Europe and across the wider world, this beautifully illustrated volume tells the story of the Reformation from its explosive beginnings, through to its profound longer-term consequences and legacy for the modern world. The story is not one of an inevitable triumph of liberty over oppression, enlightenment over ignorance. Rather, it tells how a multitude of rival groups and individuals, with or without the support of political power, strove after visions of ‘reform’. And how, in spite of themselves, they laid the foundations for the plural and conflicted world we now inhabit.
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Born in the GDR
Living in the Shadow of the Wall

Hester Vaizey, Lecturer in Modern German History and Fellow of Clare College, University of Cambridge

The real life stories of eight East Germans caught up in the dramatic transition from Communism to Capitalism by the fall of the Berlin Wall. This is a fascinating insight into how East Germans remember their old lives, almost 25 years later.

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Waterloo
Great Battles Series

Alan Forrest, Emeritus Professor of Modern History, University of York

The story of one of the world’s most important battles – Waterloo - the battle that finally ended Napoleon’s imperial dreams. This work explores how it was fought, how it has been remembered, and the long historical shadows that it has cast.

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Ethics of Everyday Life
Moral Theology, Social Anthropology, and the Imagination of the Human

Michael Banner, Dean and Fellow, Trinity College, University of Cambridge

Exploring everyday ethics from the cradle to the grave, Banner reviews Christianity’s understanding of what it means to live a human life, and argues it must be willing to engage with social anthropology if it to offer powerful and plausible portrayals and answers to the questions of modern life.

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Japan and the Shackles of the Past

R. Taggart Murphy, Professor, University of Tsukuba (Tokyo)

A concise yet penetrating overview of Japan from leading scholar R. Taggart Murphy. From early feudal times to the Tokugawa era and finally to the modern age beginning with the Meiji Restoration, Murphy offers a powerful analysis of contemporary Japanese society, politics and culture as well as its economy.

9780199845989
Oct 14 | $29.95 | 464pp
Philosophy Bites Again

David Edmonds, Oxford University and the BBC and Nigel Warburton, freelance philosopher, podcaster, and writer.

Philosophy Bites Again is a brand new selection of interviews taken from the popular podcast of the same name. It offers engaging and thought-provoking conversations with leading philosophers on a selection of major philosophical issues that affect our lives. Their subjects include pleasure, pain, and humour; consciousness and the self; free will, responsibility, and punishment; the meaning of life and the afterlife. Everyone will find ideas in this book to fascinate, provoke, and inspire them. Philosophy Bites was set up in 2007 by David Edmonds and Nigel Warburton. It has, to-date, been downloaded over 20 million times, and is listened to all over the world.

The podcast has also spawned two other books, Philosophy Bites (published in 2010), and Philosophy Bites Back (published in 2012).

David Edmonds is an award-winning documentary maker for the BBC World Service. He is the author or co-author (with John Eidinow) of several books, including Wittgenstein’s Poker (short-listed for the Guardian First Book Award), Bobby Fischer Goes To War (long-listed for the Samuel Johnson prize), and Rousseau’s Dog (about the relationship between Jean-Jacques Rousseau and David Hume). He is currently a Research Associate at the Uehiro Centre for Practical Ethics at Oxford University and an Associate Editor for Prospect Magazine.

Nigel Warburton is a freelance philosopher, podcaster, and writer. His books include A Little History of Philosophy, Philosophy: the Basics, Thinking from A to Z, Philosophy: the Classics, The Art Question, and Free Speech: A Very Short Introduction. He runs several weblogs including virtualphilosopher.com and artandallusion.com, and tweets regularly at @philosophybites.
Riddles of Existence
A Guided Tour of Metaphysics: New Edition

Earl Conee, University of Rochester, New York, and Theodore Sider, Cornell University, New York

Written by two highly respected philosophers, *Riddles of Existence* makes metaphysics genuinely accessible, even fun. Its lively, informal style brings the riddles to life and shows how stimulating they can be to think about. No philosophical background is required to enjoy this book making it ideal for anyone curious about philosophy and needing an enjoyable introduction to metaphysics. Anyone wanting to think about life’s most profound questions will find *Riddles of Existence* provocative and entertaining. This new edition is updated throughout, and features two extra, specially written chapters: one on metaphysical questions to do with morality, and the other on questions about the nature of metaphysics itself.

Self-Knowledge for Humans

Quassim Cassam, University of Warwick

Human beings are not model epistemic citizens. Our reasoning can be careless and uncritical, and our beliefs, desires, and other attitudes aren’t always as they ought rationally to be. Our beliefs can be eccentric, our desires irrational and our hopes hopelessly unrealistic. In this book Quassim Cassam develops an account of self-knowledge which tries to do justice to these and other respects in which humans aren’t model epistemic citizens. As well as explaining knowledge of our own states of mind, Cassam also accounts for what he calls ‘substantial’ self-knowledge, including knowledge of our values, emotions, and character. He criticizes philosophical accounts of self-knowledge for neglecting substantial self-knowledge, and concludes with a discussion of the value of self-knowledge.

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Newman on Vatican II

Ian Ker, Theology Faculty, University of Oxford

John Henry Newman is often described as ‘the Father of the Second Vatican Council’. This book is the first sustained attempt to consider what Newman’s reaction to Vatican II would have been. As a theologian who on his own admission fought throughout his life against theological liberalism, Newman is best described as a conservative radical. Noted Newman scholar, Ian Ker, argues that Newman would have greatly welcomed the reforms of the Council, but would have seen them in the light of his theory of doctrinal development.

9780198717522
Aug-14 | £25.00 | 192pp

Persons, Animals, Ourselves

Paul F. Snowdon, University College London

What kind of thing are we? Paul Snowdon’s answer is that we are animals, of a sort. This view--‘animalism’--may seem obvious but on the whole philosophers have rejected it. Snowdon argues that animalism is a defensible way of thinking about ourselves. Its rejection rests on the tendency when doing philosophy to mistake fantasy for reality.

9780198719618
Oct-14 | £30.00 | 272pp

Seeing Things as They Are

A Theory of Perception

John Searle, Willis S. and Marion Slusser Professor of Philosophy, University of California, Berkeley

This book provides a comprehensive account of the intentionality of perceptual experience. With special emphasis on vision, Searle explains how the raw phenomenology of perception sets the content and the conditions of satisfaction of experience. The central question concerns the relation between the subjective conscious perceptual field and the objective perceptual field. Searle criticizes the classical theories of perception and identifies a single fallacy, here called the Bad Argument, as the source of nearly all of the confusions in the history of the philosophy of perception.

9780199385157
Dec-14 | $24.95 | 224pp

The Varieties of Religious Repression

Why Governments Restrict Religion

Ani Sarkissian, Assistant Professor of Political Science, Michigan State University

The Varieties of Religious Repression argues that seemingly benign regulations and restrictions on religion are tools that non-democratic leaders use to repress independent civic activity, effectively maintaining their hold on power. Ani Sarkissian examines the interaction of political competition and the structure of religious divisions in society, presenting a theory of the variances of religious repression across non-democratic regimes.

9780199348084
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Love Songs
The Hidden History

Ted Gioia, music historian and author

In *Love Songs*, Ted Gioia uncovers the unexplored story of the love song for the first time. Drawing on two decades of research, Gioia presents the full range of love songs, from the fertility rites of ancient cultures to the sexualized YouTube videos of the present day. The book traces the battles over each new insurgency in the music of love—whether spurred by wandering scholars of medieval days or by four lads from Liverpool in more recent times. In these pages, Gioia reveals that the tenderest music has, in different eras, driven many of the most heated cultural conflicts, and how the humble love song has played a key role in expanding the sphere of individualism and personal autonomy in societies around the world.

Nicolas Nabakov
A Life in Freedom and Music

Vincent Giroud, Professor of English and Comparative Literature, The University of Franche-Comti

Composer and cultural official Nicolas Nabokov (1903-78) is unique not only in that he was involved on a high level in international cultural politics, but also in that his life intersected at all times with a vast array of people within, and also well beyond, the confines of classical music. Nabokov was for nearly three decades an outstanding and far-sighted player in international cultural exchanges during the Cold War, much admired by some of the most distinguished minds of his century for the range of his interests and the breadth of his vision. Drawing on a vast array of primary sources, Vincent Giroud’s first-ever biography of Nabokov will be of interest readers interested in twentieth-century music, Russian music, Russian emigration, and the Cold War, particularly in its cultural aspects.

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Once Upon a Time
A Short History of Fairy Tale

Marina Warner, Writer, historian, and novelist; Fellow of All Souls College, Oxford

From wicked queens, beautiful princesses, elves, monsters, and goblins to giants, glass slippers, poisoned apples, magic keys, and mirrors, the characters and images of fairy tales have cast a spell over readers and audiences, both adults and children, for centuries. Few forms of literature have greater power to enchant and rekindle our imagination than a fairy tale. But what is a fairy tale? Where do they come from and what do they mean? What do they try and communicate to us about morality, sexuality, and society? The range of fairy tales stretches across great distances and time; their history is entangled with folklore and myth, and their inspiration draws on ideas about nature and the supernatural, imagination and fantasy, psychoanalysis, and feminism. Here, in ten short chapters, Marina Warner guides us through the rich world of fairy tales and explores a multitude of tales through the ages and their manifestations on the page, the stage, and the screen. From the phenomenal rise of Victorian and Edwardian literature to contemporary children’s stories, Warner unfolds a glittering array of examples, exploring first the classics such as Red Riding Hood, Cinderella, The Sleeping Beauty, Hansel and Gretel, and The Little Mermaid, and moving on to modern-day realizations including Walt Disney’s Snow White and gothic interpretations such as Guillermo del Toro’s Pan’s Labyrinth. In ten succinct chapters, Marina Warner digs into a rich hoard of fairy tales in their brilliant and fantastical variations, in order to define a genre and evaluate a literary form that keeps shifting through time and history. Her book makes a persuasive case for fairy tale as a crucial repository of human understanding and culture.
Old Chinese
A New Reconstruction

William H. Baxter, Professor, University of Michigan, and Laurent Sagart, Senior Scientist, French CNRS

This book introduces a new linguistic reconstruction of the phonology, morphology, and lexicon of Old Chinese, the first Sino-Tibetan language to be reduced to writing. Old Chinese is the language of the earliest Chinese classical texts (1st millennium BCE) and the ancestor of later varieties of Chinese, including all modern Chinese dialects. Baxter and Sagart’s new reconstruction of Old Chinese moves beyond earlier reconstructions by taking into account important new evidence that has recently become available: better documentation of Chinese dialects that preserve archaic features, such as the Min and Waxiang dialects; better documentation of languages with very early loanwords from Chinese, such as the Hmong-Mien, Tai-Kadai and Vietnamese languages; and a flood of Chinese manuscripts from the first millennium BCE, excavated or discovered in the last several decades.

9780199945375
Sep-14 | $74.00 | 448pp

Rationalizing Myth in Antiquity

Greta Hawes, Lecturer in Classics and Ancient History, Australian National University

The Greek myths are characteristically fabulous; they are full of monsters, metamorphoses, and the supernatural. However, could they be explained in other ways? This volume charts ancient dissatisfaction with the excesses of myth, and the various attempts to cut these stories down to size by explaining them as misunderstood accounts of actual events. In the hands of ancient rationalizers, Centaurs become early horse-riders; the Minotaur the result of an illicit liaison; and Cerberus, nothing more than a snake with a lethal bite. Focusing on six Greek authors, Hawes traces the development of rationalistic interpretation from the fourth century BC to the Second Sophistic (1st-2nd centuries AD) and beyond.

9780199672776
May-14 | £60.00 | 304pp

Where Metaphors Come From
Reconsidering Context in Metaphor

Zoltán Kövecses, Professor of Linguistics, Eötvös Loránd University, Hungary

The rise of conceptual metaphor theory (CMT) within cognitive linguistics over 30 years ago marked a major revolution in the study of metaphor and introduced metaphor as an important topic within the cognitive sciences. Zoltán Kövecses is a leader within CMT and his work has shown the deep, diverse ways that metaphorical language reflects recurring thought patterns and embodied experiences. In this book, however, Kövecses recasts CMT as a contextual theory of metaphor, expanding and refining it to account for the ways in which many verbal metaphors are tied to context. Kövecses blends psychological and linguistic theories of how context affects language use and meaning with his own significant work on the various experiential and contextual forces that lead to metaphorical expressions in discourse.

9780190224868
Expected Jan-15, expected page count 248pp expected price $74.00

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Intrigued by the questions of social justice and welfare, Amartya Sen argues, in this work, some of the fundamental issues—poverty, hunger, education, globalization, media and freedom of speech. With a passion and conviction masked by a gently persuasive style and characterised by an undogmatic engagement with differing points of view, Sen asserts that public policy should swing sharply towards the poor, the illiterate, and those suffering from ill health and malnourishment, and does so not just by appealing to justice and compassion but by relying on rigorous intellectual and academic analysis.

The Responsibility to Protect (R2P) principle is the international community’s major response to the problem of genocide and mass atrocities—a problem seen in Bosnia, Rwanda and more recently in Syria. This book argues that although it is far from perfect R2P offers the best chance we have of building an international community that works to prevent these crimes and protect vulnerable populations. To make this argument, the book sets out the logic of R2P and its key ambitions, examines some of the critiques of the principle and its implementation in situations such as Libya, and sets out ways of overcoming some of the practical problems associated with moving this principle from words into deeds.

The volume focuses on a central plank of feminist politics—the struggle for equality. It addresses these questions: In what ways have feminist pursuits furthered equality? Or has the struggle for equality produced more law and invited greater regulation into women’s lives rather than transformation? Are there other ways to engage equality and the state? Asserting that feminism as an intellectual project needs critical reorientation, the volume covers a wide range of issues from around the world: feminist engagement with law; feminism’s engagement with sexuality and queer politics and postcolonial feminism among others.
Public Secrets of Law
Rape Trials in India

Pratiksha Baxi, Associate Professor, Centre for the Study of Law and Governance, Jawaharlal Nehru University, New Delhi

*Public Secrets of Law* describes the everyday socio-legal processes that underlie the making of rape trials in Indian courts. Based on an ethnographic project in the rural District and Sessions Courts, as well as critical readings of the juridical archive, this book demonstrates how rape trials furnish scripts of the social via the judicialized bodies of violated women.

9780198089568
Feb-14 | £41.99 | 496pp

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Stewarding The Earth
Rethinking Property and the Emergence of Biocultural Rights

Sanjay Kabir Bavikatte, UNU-JSPS Fellow and Legal Advisor to the National Biodiversity Authority, India

Do communities that care for the land have the right to protect it against destruction? Do the rights of such communities to act as trustees of the land override the rights of the government? Written in an engaging style, rich with examples and theoretical insights, from law, economics and anthropology, *Stewarding the Earth* maps the emergence of a new set of community rights to stewardship called ‘biocultural rights’.

9780198098669
Oct-14 | £20.99 | 256pp

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Keywords for Modern India

Craig Jeffrey, Professor of Development Geography and Fellow of St. John’s College, University of Oxford, and John Harriss, Professor of International Studies, Simon Fraser University

*Keywords for Modern India* provides a powerful introduction to modern India’s culture, politics and society, through an exploration of the English language vocabulary that is used in writing in and about a country that is in need of understanding as it becomes increasingly significant in world affairs.

9780199665648
Aug-14 | £19.99 | 224pp

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Boom, Bust, Exodus
The Rust Belt, the Maquilas, and a Tale of Two Cities

Chad Broughton, Senior Lecturer, University of Chicago

Following the story of the relocation of a Maytag refrigerator plant from Galesburg, Illinois, to Reynosa, Mexico in 2004, *Boom, Bust, Exodus* puts a human face on globalization, exploring the social side of the fast-moving changes sweeping across the U.S. and Mexico.

9780199765614
Dec-14 | $29.95 | 416pp
Sun Tzu and the Art of Modern Warfare

Mark R. McNeilley, Lecturer, University of North Carolina-Chapel Hill

Long acknowledged as a classic text on strategy, Sun Tzu’s The Art of War has been admired by leaders as diverse as Mao Zedong and General Norman Schwartzkopf. However, having been written two thousand years ago, the book can be somewhat daunting to the modern reader.

Mark McNeilley, author of Sun Tzu and the Art of Business (OUP, 2011), which made Sun Tzu accessible to the business executive, has extracted the six concepts most applicable to modern warfare, making them easy to understand and apply to military situations. Drawing on a wealth of fascinating historical examples, McNeilley shows how these six principles might be used in wars of the future—both conventional wars and terrorist conflicts—and how they can provide insight into current affairs, such as the war on terrorism and China’s increasingly important strategic and military role in the world.

This updated edition reflects on all that has happened in the past ten years, including the wars in Iraq and Afghanistan, the challenge of Iran, the “Arab Spring,” and the continued rise of China. Each chapter includes brand new examples to explain important concepts in The Art of War.

Including the full text of The Art of War in the popular translation by Samuel Griffith, with cross-references to quotations used in the book, Sun Tzu and the Art of Modern Warfare unlocks these elusive secrets for anyone interested in strategy and warfare, whether they are professional soldiers, military history buffs, or business executives.

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Leading Sustainable Change
An Organizational Perspective

Edited by Rebecca Henderson, John & Natty McArthur University Professor, Ranjay Gulati, Jaime and Josephina Chua Tiampo Professor, and Michael Tushman, Paul R. Lawrence, MBA Class of 1942 Professor, all at Harvard Business School

The business case for acting sustainably is becoming increasingly compelling - reducing our global footprint to sustainable levels is the defining issue of our times and it is one that can only be addressed with the active participation of the private sector. However, persuading well established organizations to act in new ways is never easy. This book is designed to support business leaders and organizational scholars who are grappling with this challenge by pulling together leading edge insights from some of the world’s best researchers as to how organizational change in general - and sustainable change in particular - can be most effectively managed. The book begins by laying out the economic case for change, while subsequent chapters describe how leaders at firms such as Du Pont, IBM and Cemex have transformed their organizations, exploring issues such as the role of the senior team and the ways in which firms shift their identities, build innovative cultures and processes, and begin to change the world around them.

Managing Megacities

K. C. Sivaramakrishnan, Honorary Research Professor, Centre for Policy Research, India

This is an elaborate study comparing the five large metropolitan regions of India - Mumbai, Bangalore, Kolkata, Chennai, and Hyderabad. It traces the evolution of urban and metropolitan governance in India and examines the key aspects related to urban dynamics such as urban and regional planning, economic competitiveness, infrastructure and land management, environmental sustainability as well as the challenges in resource mobilization and metropolitan governance. The study is based on an extensive compilation of data on aspects such as demographics, economy, infrastructure, society, environment, political character, and institutions for governance.
The New Geography of Capitalism
Firms, Finance, and Society

Adam D. Dixon, Senior Lecturer in Economic Geography, University of Bristol

Globalization is a dominant feature and force in the contemporary world, impacting all areas of business, economics, and society. This accessibly written overview of contemporary capitalism shows how the development of global supply chains, the global division of labour, and, in particular, the globalization of financial markets have become the drivers of this process, and assesses the consequences. This book presents an accessible and up to date analysis of globalization and the consequences for global financial markets, firms, and nation states. It will be a useful guide for researchers and students across the social sciences.

Handbook of the Indian Economy in the 21st Century
Understanding the Inherent Dynamism

Edited by Ashima Goyal, Professor, Indira Gandhi Institute of Development Research, Mumbai

After experiencing stagnation for much of the post-independence period, India has shown considerable dynamism in processes and outcomes since the mid-eighties. The post-reform Indian economy has defied established economic patterns and, in the process, created a few paradoxes. In this book acknowledged experts debate policies, institutions and incentives that have worked, and constraints that have emerged in India’s growth prospects.

Bridging the Gender Gap
Seven Principles for Achieving Gender Balance

Lynn Roseberry, Associate Professor and Equal Opportunities Officer, Copenhagen Business School, and Johan Roos, CEO and Professor, Jönköping International Business School

Based on interviews and conversations with leaders and managers in Europe and the United States, the book presents seven of the most common explanations for persistent gender imbalances and shows how they are based on common stereotypes and myths about men’s and women’s abilities and preferences. This book provides a guided tour of current research about gender from a multi-disciplinary perspective. It challenges commonly held assumptions and offers alternative explanations and corresponding principles to guide individual decisions, action, and behaviour toward achieving gender balance.
Reconceptualizing Development in the Global Information Age

Edited by Manuel Castells, University Professor and the Wallis Annenberg Chair in Communication Technology and Society, University of Southern California, Los Angeles, and Pekka Himanen, Professor, Aalto University, Helsinki

The conditions in which ‘development’-the process by which people, individually and collectively, enhance their capacities to improve their lives according to their values and interests-operates have significantly changed in the global information age, a period characterized by the technological revolution in information and communication, the rise of the networking form of social organization, and the global interdependence of economies and societies. The book explores the links between information, development, wellbeing and dignity, gathering together a distinguished group of scholars to assess these inter-related concepts in several different areas of the world.

How Does My Country Grow?
Economic Advice Through Story-Telling

Written by a former World Bank economist, How Does My Country Grow? distills growth policy lessons from the author’s first-hand experience in Poland, Kenya, India, and Russia, and his contributions to the economic policy debates that followed the emerging market crises of 1997 to 2001, extending up to the global financial crisis of 2008-09. Based on living and working in the field, the author argues that country economic analysis is in effect a separate, integrative branch of economics that draws upon but is distinct from academic economics. While the discussion is tilted towards developing countries, the insights have considerable relevance for advanced economies, many of which today are in the throes of their own growth-cum-sovereign debt crises.

Understanding Management
The Social Science Foundations

Management is a fragmented and interdisciplinary area of study, with a lot of academic branches. This comprehensive introductory text explains the roots of the management field in the social sciences; and how it developed and why. Willman interprets ‘management’ broadly to embrace the sub-disciplines of strategy, finance, accounting, marketing, organisational behaviour and operations management. The text aims to show how they arose and how they relate, thus engaging the reader in a little history. It is intended to be accessible to a range of readers, presenting technical materials in an informal way.
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What Everyone Needs to Know

Michael Ruse, Lucyle T. Werkmeister Professor of Philosophy and Director of the Program in the History and Philosophy of Science, Florida State University

Over the last decade, “New Atheists” such as Sam Harris, Richard Dawkins, and Christopher Hitchens have pushed the issue of atheism to the forefront of public discussion. Yet very few of the ensuing debates and discussions have managed to provide a full and objective treatment of the subject. *Atheism* provides a balanced look at the topic, considering atheism historically, philosophically, theologically, sociologically and psychologically.

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Judith S. Weis, Professor of Biological Sciences, Rutgers University

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Mira Kamdar, Senior Fellow at the World Policy Institute and an Associate Fellow at the Asia Society

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Sixth Edition

Edited by Miquel Porta, Professor and Senior Scientist, Hospital del Mar IMIM Research Institute, Spain

This updated sixth edition reflects the profound substantive and methodological changes that have come to characterize epidemiology and its associated disciplines. Sponsored by the International Epidemiological Association, this book remains the essential reference for anyone studying or working in epidemiology, biostatistics, public health, medicine, or health sciences. More than just a dictionary, this text is an essential guidebook to the state of the science.

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Rediscovery of a Remarkable Trait

John Edward Terrell, Professor, Regenstein Curator of Pacific Anthropology, Field Museum of Natural History, United States

This book frames our biological and psychological capacity to make friends as an evolved ability, comparing friendship to other evolved traits of human beings such as walking upright on two legs, having opposable thumbs and a prominent chin, and possessing the capacity for speech and complex abstract reasoning.

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A Cognitive-Behavioral Therapy Approach, Therapist Guide
Second Edition

Jack D. Edinger, Professor, National Jewish Health, USA and Colleen E. Carney, Associate Professor, Ryerson University, Canada

Written in simple, practical and clinically useful language by two developers of the programme, Overcoming Insomnia provides step-by-step, session-by-session guidance in delivering Cognitive-Behavioral Therapy (CBT) to insomnia sufferers. This second edition has been thoroughly updated according to the DSM-5.

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Overcoming Insomnia
A Cognitive-Behavioral Therapy Approach, Workbook
Second Edition

Jack D. Edinger, Professor, National Jewish Health, USA and Colleen E. Carney, Associate Professor, Ryerson University, Canada

Thoroughly updated according to the newest research about insomnia, Overcoming Insomnia includes a sleep diary and other homework forms to help patients stick to their treatment programme and also offers step-by-step guidance for sufferers receiving Cognitive-Behavioral Therapy (CBT) methods to correct poor sleep habits.

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Therapist Guide

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COPE is a cognitive-behavioral psychotherapy programme designed for patients who have post-traumatic stress disorder (PTSD) and a co-occurring alcohol or drug use disorder. The Therapist Guide is designed for clinicians on the front-line in community-based settings, as well as academic, hospital, and private practice settings.

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Concurrent Treatment of PTSD and Substance Use Disorders Using Prolonged Exposure (COPE)
Patient Workbook

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COPE is a cognitive-behavioral psychotherapy program designed for patients who have post-traumatic stress disorder (PTSD) and a co-occurring alcohol or drug use disorder. This workbook is designed to help patients with information on common reactions, techniques for managing cravings and coping skills.

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How We Get to Be Naturally Good

Donald W Pfaff, Professor of Neurobiology, The Rockefeller University, USA

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The Return of the Clinician

Eric J. Cassell, Emeritus Professor, Weill Medical College of Cornell University

*The Nature of Clinical Medicine* takes its direction from a catalogue of goals of medicine that range from the expected diagnosis and treatment of diseases to wider concerns for patients and physicians. The chapters are specific in teaching knowledge that clinicians require in order to be able to achieve these goals. The central focus of the clinician and of this book is the patient. According to Eric Cassell, everything else, including the disease, is secondary.

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Your Brain on Food
How Chemicals Control Your Thoughts and Feelings
Second Edition

Gary L. Wenk, Professor, Ohio State University, USA

In this second edition, Dr Wenk expands his discussions of the effects of specific foods by investigating the benefits and risks of supplements, the action of gluten in the brain, and more. Some of the fascinating topics covered in this edition include: Is your aluminium cookware hurting your brain? and Why does eating chocolate make you feel so angry? Never forget: everything we consume can affect how we think, feel, and act.

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Stories We’ve Heard, Stories We’ve Told
Life-Changing Narratives in Therapy and Everyday Life

Jeffrey Kottler, Professor, Department of Counselling, California State University-Fullerton

This title explores the meaning of stories in people’s lives. Carefully documented and supported by research from the social sciences, as well as from neurobiology, the humanities, and the arts, Kottler looks at why stories are so powerfully influential in our lives, especially those that led to major life transformations. Kottler also focuses on stories within the context of therapy, exploring how client stories are told, heard, and negotiated in sessions.

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**Take Note**
An Introduction to Music Through Active Listening

**Robin Wallace**, Professor, Baylor University, USA

*Take Note* is an innovative music appreciation text, designed to help students become active and attentive listeners through an in-depth examination of a recurring repertory of core musical works. By exploring each element of music through the lens of these core works—which were carefully selected to represent a variety of styles and genres—students deepen their understanding of how music works and develop strong listening skills that will enhance their enjoyment of music. Combining this listening-centered approach with an overview of Western music history, interactive activities, and in-text features that invite students to discover additional works outside of the classroom, *Take Note* prepares students for a lifetime of music appreciation.

**Listening to Jazz**

**Benjamin Bierman**, Assistant Professor, John Jay College of Criminal Justice, CUNY, USA

*Listening to Jazz* offers an engaging introduction to the rich history and culture of jazz. Combining coverage of all standard periods and genres in jazz and a solid focus on contemporary jazz, it brings to students the music of today as well as the music of the past and incorporates discussions of the role of women and the Latin influence in jazz throughout. Sidebars on performance issues, controversies, and artist biographies help students get to know the music and musicians from a variety of perspectives. Detailed listening guides and listening focus features build students’ listening skills in order to enhance their appreciation for this powerful and important music.

**Essential Communication**

**Ronald Adler, George Rodman, and Athena du Pre**

*Essential Communication* is a new, college-level, brief academic textbook for the Introduction to Human Communication course that will be adapted from the parent book *Understanding Human Communication* (UHC) by the author team, Ron Adler, George Rodman, and Athena du Pre. *Essential Communication* grows out of a change in the market and increased pressure for a less-expensive, concise, visually-appealing text that more accurately reflects the way today’s students communicate.
Persuasion
Theory and Applications

Lillian Beeson, University of Pittsburgh, Greensburg

By including works from Aristotle to Kenneth Burke, Persuasion: Theory and Applications provides a comprehensive introduction to persuasion. Author Lillian Beeson offers a balance of classic rhetorical theories and contemporary social-science approaches, demonstrating how these multiple perspectives apply to various fields including politics, religion, art, entertainment, advertising, public relations, and law. The text contains relevant, controversial, and compelling examples that will engage students in the discussion of how persuasion works and show them how to effectively apply this knowledge to their everyday lives. Persuasion provides a mixture of rhetoric and social-science perspectives on persuasion, blending the history and evolution of persuasion with current thought and practice.

Think with Socrates
An Introduction to Critical Thinking

Paul Herrick, Professor of Philosophy, Shoreline Community College, USA

Brief yet comprehensive, Think with Socrates uses the methods, ideas, and life of Socrates as a model for critical thinking. It offers a more philosophical, historical, and accessible introduction than longer textbooks while still addressing all of the key topics in logic and argumentation. Applying critical thinking to the Internet, mass media, advertising, personal experience, expert authority, the evaluation of sources, writing argumentative essays, and forming a worldview, Think with Socrates resonates with today’s students and teaches them how to apply critical thinking in the real world.

Reading and Understanding the Bible

Ben Witherington, III, Amos Professor of New Testament for Doctoral Studies, Asbury Theological Seminary, USA

With his usual flair and reader-friendly style, Ben Witherington, III brings us a fresh and distinctive guide to interpreting the Bible. Reading and Understanding the Bible is unique in that it carefully examines the various genres of literature in the Bible while also explaining how to interpret each within its proper context. Taking a faith-friendly approach to historically based interpretation, it shows students how to read the Bible with a keen awareness of the many and profound differences between the modern world and ancient biblical cultures. It explains how ancient societies worked, how documents were created, who preserved them and why, the patriarchal nature of all ancient cultures, and, most importantly, how these cultural characteristics should affect our reading of the Bible.

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Strategic Communication: Principles and Practice

James Mahoney, Senior Lecturer/Course Convener, University of Canberra

Strategic Communication: Principles and Practice deals with the principles behind strategic communication planning and the professional practice involved in researching, writing and implementing a communication strategy. The framework followed here can be used for planning specific strategies for a range of specialisations including corporate communication; community relations; financial and investor relations; government relations and lobbying; internal communication; marketing communication and public relations. The book is grounded in the concept that strategic communication goes beyond the immediate bottom-line profit aims of integrated marketing communication, to deal with longer term issues.

The Advertising Effect

How to Change Behaviour

Adam Ferrier, Chief Strategy Officer, CumminsRoss

Want to know how to influence other people’s behaviour? In The Advertising Effect, respected advertising insider, Adam Ferrier, reveals the ten techniques used by some of the best-known brands across the globe to get consumers to buy. These techniques are grounded in psychological theory with award-winning real world examples. Ferrier argues that the most effective way to change behaviour is through action rather than the conventional advertising practices (emotional or rational persuasion). Featuring anecdotes from the likes of Alain De Botton, Faris Yakob and Bon Garfield, this is the ultimate insider’s guide, to the ultimate behaviour change industry - advertising.

Issues and Crisis Management:

Exploring Issues, Crises, Risk and Reputation

Tony Jaques, Managing Director, Issue Outcomes Pty Ltd

Where issues and crisis management intersect and converge with risk and reputation is one of the most dynamic and challenging areas of management and professional communication. Moreover, the new Process Approach to issue and crisis management reveals that these disciplines are not separate activities but form part of a continuum of management responsibilities which comprise a comprehensive response to events or developments which threaten organisational reputation or success. Issues and Crisis Management introduces and explores each element, while at the same time emphasising the relationship between them all.
Mexico
The Essentials

William Beezley, Professor of History at the University of Arizona

Mexico: The Essentials provides a concise introduction to Mexican history and culture. The authors have written it with a topical organization to provide readers easy access to the ten major themes shaping the nation and society, that is to say, the essentials. We also intend it as a lively introduction for general readers curious about this remarkable nation and its people, with chapters that can be read as part of the book, or as individual essays.

A Century of Conflict
War: 1914-Present

Jeremy Black, Professor of History at the University of Exeter, UK

The centenary of the start of World War One in 1914 provides an opportunity to assess the role and impact of conflict in the history of the last century, and also to consider how warfare has changed. A Century of Conflict offers a clear, global study of these topics, one open to general readers and students alike. Both conceptually and methodologically up-to-date, A Century of Conflict is also truly global. Due weight is given to Asia, where the bulk of the world’s population lived throughout this period and will go on living, as well as to Africa and Latin America.

The Scientific Revolution
A Global Approach

William Burns, George Washington University

We live in a world of science. Science has intellectual authority and provides wonder in the vistas of the universe. It employs millions of people, and lies at the core of education throughout much of the world. Science provides a universal language enabling people to communicate across cultures, religions and political systems. Placing the major currents of the Scientific Revolution within the larger world of European trade and expansion and the use of new knowledge, The Scientific Revolution reveals the wider motivations and global connections of scientific innovation.
International Relations

Brief Edition

Eric B. Shiraev, Professor, George Mason University, and Vladislav M. Zubok, Professor, London School of Economics

What do we study in international relations? How do we study it? And how do we apply it? Using these guiding questions as a framework, International Relations, shows students how to think critically about issues in world politics. In each chapter, a brief opening case is followed by a description of key developments, an explanation of the main approaches to analyze them, and applications of those approaches in individual, state, and global contexts. The authors provide extensive historical information throughout, giving students a holistic frame of reference from which to understand current events.

Principles of Psychology

S. Mark Breedlove, Michigan State University

Principles of Psychology provides students with a framework to understand the science of behaviour. Using a conversational, narrative style, each chapter illustrates important, well-established principles that serve as touchstones for the field as a whole.

Principles of Psychology emphasizes psychology as a science by discussing relevant big-picture and proven concepts, current research-based investigations, and critical thinking skills.

Attention-grabbing and thought provoking vignettes and real-world examples are woven throughout the book to help students absorb and remember the material.

Cyberpsychology

Alison Attrill, Senior Lecturer, The University of Wolverhampton

Technology is constantly changing, and with this change and advancement comes changes in human behaviour. Our physical being is becoming increasingly replicated through video-chat and virtual worlds. Cyberpsychology provides a broad-ranging, thought-provoking account of online behaviour and the opportunities, challenges, and risks such behaviour presents. Written by an international team of authors, the book provides diverse perspectives on the impact our interaction with the online landscape has on our identity and behaviour.

With much of our lives now played out online - from social interactions to relationships, information-seeking and counselling to gambling and crime - Cyberpsychology is the ideal introduction to a rapidly-evolving and ever-growing part of our daily life.

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How Brands Grow
What Marketers Don’t Know

Byron Sharp, Professor, Ehrenberg-Bass Institute for Marketing Science, University of South Australia

This book provides evidence-based answers to the key questions asked by marketers every day. Tackling issues such as how brands grow, how advertising really works, what price promotions really do and how loyalty programs really affect loyalty, How Brands Grow presents decades of research in a style that is written for marketing professionals to grow their brands.

9780195573565
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Consumer Behaviour

Isabelle Szmigin, Professor of Marketing, University of Birmingham, and Maria Piacentini, Reader, Lancaster University

A new approach to teaching consumer behaviour incorporating the latest issues in behavioural, psychological and sociological learning alongside new areas of research. Practitioner commentaries including Renault and Thinkbox, and extended case studies featuring Pinterest and Havaianas place this fascinating subject firmly in a real world context.

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Viral Marketing
The Science of Sharing

Karen Nelson-Field, Senior Research Associate, Ehrenberg-Bass Institute for Marketing Science, University of South Australia

Using original research from more than 2 years of work and a large team of researchers from the Ehrenberg-Bass Institute for Marketing Science, Viral Marketing offers solid advice on the nebulous business of video sharing. Dr Nelson-Field reports new knowledge on sharing, memory and the influence of creative devices. This is a must read book for anyone working in the social media space. Read it before you strap those roller skates onto a kitten, it might just save you some time, money and credibility.

9780195527988
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Managing Public Relations
Methods and Tools

Peter Smudde, Associate Professor, Illinois State University.

This book is for a nontraditional capstone course in public relations management for majors. This will be the first book on the market that addresses the management of a public relations function that balances corporate and non-corporate simultaneously and focusses on the day-to-day matters of running a PR operation.

9780199985173
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Macroeconomics

Institutions, Instability, and the Financial System

**Wendy Carlin**, Professor of Economics, University College London, and **David Soskice**, Professor of Political Science and Economics, London School of Economics and Political Science

How did a period of economic stability result in a global financial crisis? Will austerity measures ensure economic recovery in Europe? Why do housing bubbles occur in some markets, but not in others? This authoritative new textbook integrates the modern monetary framework, based on the 3-equation model of the demand side, the supply side and the policy maker, with a model of the financial system. As a result, the authors comprehensively address the limitations of the mainstream macroeconomic model exposed by the financial crisis and the Eurozone crisis. The book guides the reader through the three principal steps required to integrate the financial system within the macroeconomic model.

Firstly, the authors examine how the margin of the lending rate over the policy rate is set in the commercial banking sector, how money is created in a modern banking system and how the central bank can take account of the working of the banking system in order to achieve its desired policy outcome. Next, the authors explore the characteristics of the financial system that result in vulnerability to a financial crisis, with implications for fiscal balance. And finally, a simple model is developed of the behaviour of highly-leveraged financial institutions as the basis for a leverage or financial cycle in the economy. Each chapter emphasises how the different actors in the economy behave and interact: what are they trying to achieve and what limits their ability to put their intentions into practice? This is extended to the modelling of growth, where the role of innovation rents in the Schumpeterian model is highlighted. It is essential that students understand previous periods of growth, stability and crisis in preparing for future shocks. With this in mind, the book enables the reader to interpret long run historical data and to compare institutional detail in different eras and across the world. Consequently, this text not only develops the critical thinking skills required for academic success, but ensures the reader can analyse data, trends, and policy debates with the confidence necessary for a career in economics or finance. As a result, it is essential reading for all those interested in learning more about the current macroeconomic system and the role played by financial institutions.

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Cell Structure & Function

Edited by Guy Orchard, Laboratory Manager/Consultant Grade Biomedical Scientist, ViaPath, London, and Brian Nation, Editor of British Journal of Biomedical Science

Biomedical scientists are the foundation of modern healthcare, from cancer screening to diagnosing HIV, from blood transfusion for surgery to food poisoning and infection control. Without biomedical scientists, the diagnosis of disease, the evaluation of the effectiveness of treatment, and research into the causes and cures of disease would not be possible.

Cell Structure and Function describes the structural and functional features of the various types of cell from which the human body is formed. Focusing on normal cellular structure and function, it gives students and trainees a firm grounding in the appearance and behaviour of healthy cells and tissues on which can be built a robust understanding of cellular pathology. With cell structure and function correlated with clinical contexts throughout, Cell Structure and Function is the ideal introduction to cellular biology for any student of biomedical science.

Data Handling and Analysis

Andrew Blann, Consultant Clinical Scientist and Senior Lecturer, University Department of Medicine, City Hospital, Birmingham

Data Handling and Analysis provides a broad review of the quantitative skills of data handling and analysis needed to be an effective biomedical scientist, and is not just limited to a discussion of statistics. Spanning the collection, presentation, and analysis of data - and drawing on relevant examples throughout - Data Handling and Analysis is the ideal introduction to the subject for any student of biomedical science. This title uses carefully developed content to support the reader in demonstrating the competencies required during the study of biomedical science at both undergraduate and postgraduate level, whilst integrating relevant examples to enrich the text, firmly rooting it in the context of clinical and biomedical practice.

From the Fundamentals of Biomedical Science series, this title is written to reflect the challenges of practicing biomedical science today. It draws together essential basic science with insights into laboratory practice to show how an understanding of the biology of disease is coupled to the analytical approaches that lead to diagnosis.
Organometallics and Catalysis
An Introduction

Manfred Bochmann, Professor, School of Chemistry, University of East Anglia

*Organometallics and Catalysis* explores the chemistry of the often bewildering variety of compounds featuring metal-carbon bonds. A field that has underpinned the development of new synthetic methods and materials, it is also central to our understanding of catalysis. In his text, Manfred Bochmann distils the extensive knowledge of the field into a succinct overview of essential concepts. The book is enriched throughout with examples that demonstrate how our understanding of organometallic chemistry has led to new applications in research and industry - not least in relation to catalysis - and an extensive reaction schemes and structures give added clarity to the concepts being explained. Striking just the right balance between breadth and depth - and with features throughout to support the learning process - *Organometallics and Catalysis* is the perfect introduction for undergraduate and graduate students who need a thorough grounding on the subject or are embarking on new research areas.

Introduction to Drug Synthesis

Graham Patrick, Lecturer in Organic Chemistry and Medicinal Chemistry, University of the West of Scotland

*Introduction to Drug Synthesis* explores the central role played by organic synthesis in the process of drug design and development. Written by an experienced and talented author to complement his existing *Introduction to Medicinal Chemistry*, the book illustrates how organic synthesis makes important contributions throughout the drug design and discovery process - from the generation of novel drug structures to the improved efficiency of large scale synthesis. Avoiding excessively detailed descriptions of the underlying synthetic pathways, the book focuses on how synthesis can be used in a strategic way - how and why different synthetic approaches are adopted, and the pros and cons of each. With examples used extensively to illustrate the concepts presented, *Introduction to Drug Synthesis* is the ideal resource for any pharmaceutical or medicinal chemistry student who needs a thorough understanding of how the concepts of organic synthesis are applied to the development of therapeutic drugs.
Human Geography
A Short Introduction

John Rennie Short, Professor of Geography and Public Policy, University of Maryland

*Human Geography: A Short Introduction* communicates the complex human geography of the contemporary world using a concise, focused approach. Written in an engaging style, the text conveys the sense of wonder that drives the best in geography. Using detailed and engaging case studies, and elegantly illustrated, Short guides us through People, Resources and Environment before looking at the Economic, Political, Global and Urban Organizations of Space. *Human Geography* is an ideal choice for professors who prefer the flexibility of a succinct and incisive text without compromising on scholarly excellence. It has been deliberately constructed to provide all the basics students will need while simultaneously empowering professors to customize and augment their courses as they see fit. John Short is the author of thirty-seven books and numerous papers in academic journals, he is the recipient of awards from the National Science Foundation, the Environmental Protection Agency, the National Geographic Society, and the Social Science Research Council.

Africa
Geographies of Change

Richard Grant, Professor of Geography and Regional Studies, University of Miami

Population growth, business interests, and global connections are transforming Africa from a “lost” continent to one of “strategic opportunity” in the worldwide geopolitical sphere. A timely synthesis of current thinking on this diverse, complex, and changing region, *Africa: Geographies of Change* offers students the most realistic portrait of modern Africa available. Integrating material on China in Africa, the mobile-phone revolution, the Millennium Development Goals, sustainable development, “land and water grabs,” food security, informal livelihoods, the “Green Revolution,” and new satellite cities, this text adopts a realistically optimistic narrative that focuses on Africa’s burgeoning cities. Historical knowledge underpins the assessment of contemporary issues and helps students to envision future development and policy outcomes, whilst uniquely African perspectives enhance each chapter. By using case studies to highlight important topics, *Africa: Geographies of Change* incorporates new perspectives from urban studies, public health, political geography, and sustainable development in order to provide a more nuanced understanding of African issues.

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Oxford Medical Case Reports (OMCR) is an open access, peer-reviewed online journal publishing original case reports that expand the field of medicine.

omcr.oxfordjournals.org

Medical Mycology is a peer-reviewed international journal that focuses on original and innovative basic and applied studies, as well as learned reviews on all aspects of medical, veterinary and environmental mycology.

mmy.oxfordjournals.org

Open Forum Infectious Diseases provides a global forum for the rapid publication of clinical, translational, and basic research findings in a fully open access, online journal environment.

ofid.oxfordjournals.org

Journal of Medical Entomology publishes research related to all aspects of medical entomology and medical acarology, including the systematics and biology of insects, acarines, and other arthropods of public health and veterinary significance.

jme.oxfordjournals.org

An international, peer-reviewed journal dedicated to the publication of authoritative literature reviews that analyze and synthesize existing and emerging knowledge in the field of nutrition science.

nutritionreviews.oxfordjournals.org

An official journal of the ESC and Working Group on Cardiovascular Pharmacology and Drug Therapy, publishing high quality papers focusing on cardiovascular pharmacotherapy.

ehjcvp.oxfordjournals.org

Music Therapy Perspectives

Journal of Music Therapy

Aesthetic Surgery Journal

Journal of the American Medical Informatics Association

For readers inside and outside the profession of music therapy, Music Therapy Perspectives seeks to promote the development of music therapy clinical practice through the dissemination of scholarly work.

mtp.oxfordjournals.org

A forum for authoritative articles of current music therapy research and theory, Journal of Music Therapy, seeks to advance research, theory, and practice in music therapy through the dissemination of scholarly work.

jmt.oxfordjournals.org

An official publication of the American Society for Aesthetic Plastic Surgery and the official English-language journal of over a dozen major international societies of cosmetic, aesthetic, and reconstructive surgery. It is the most widely read clinical journal in the field of cosmetic surgery, with subscribers in over 80 countries.

asj.oxfordjournals.org

JAMIA is the American Medical Informatics Association’s premier peer-reviewed journal for biomedical and health informatics. Covering the full spectrum of activities in the field, JAMIA includes informatics articles in the areas of clinical care, clinical research, translational science, implementation science, imaging, education, consumer health, public health, and policy.

jamia.oxfordjournals.org
ONCOLOGY

Journal of Radiation Research
The Journal of Radiation Research is a fully open-access multidisciplinary journal that publishes articles in radiation science in the fields of biology, chemistry, physics, epidemiology, environmental sciences and oncology.
jrr.oxfordjournals.org

Mutagenesis
This journal brings together research which improves our understanding of how physical, chemical and biological agents can cause genetic change in living organisms. It also discusses the consequences of such changes.
mutage.oxfordjournals.org

Annals of Oncology
Articles address medical oncology, surgery, radiotherapy, paediatric oncology, basic research and the comprehensive management of patients with malignant diseases.
annonc.oxfordjournals.org

Neuro-Oncology
The leading journal in its field, ranked above all other neuro-oncology journals in the Journal Citation report.
neuro-oncology.oxfordjournals.org

Japanese Journal of Clinical Oncology
Established in 1971 as the first journal from Japan to publish clinical research on cancer in English.
jjco.oxfordjournals.org

Carcinogenesis - Integrative Cancer Research
This multi-disciplinary journal brings together all aspects of research that will ultimately lead to the prevention of cancer. It publishes papers in biology, genetics, epigenetics, cancer biomarkers and molecular epidemiology, inflammation, microenvironment and prevention, and carcinogenesis.
carcin.oxfordjournals.org

JNCI: Journal of the National Cancer Institute
Internationally acclaimed as the most up-to-date source for news and information from the fields of cancer research and treatment.
jnci.oxfordjournals.org

Nephrology

Nephrology Dialysis Transplantation
One of the world's leading journals devoted to original clinical and laboratory research in nephrology, dialysis and transplantation.
ndt.oxfordjournals.org

CKJ Clinical Kidney Journal (formally NDT+)
Publishes more practical and clinically-orientated content and is a valuable teaching tool to inform, guide and improve practice and training for nephrologists.
ckj.oxfordjournals.org

RHEUMATOLOGY

Rheumatology
An international peer-review journal, the scope includes a range of rheumatological conditions, musculoskeletal medicine, surgery and translational research.
rheumatology.oxfordjournals.org
GERONTOLOGY

Age and Ageing
An international journal publishing refereed original articles and commissioned reviews on geriatric medicine and gerontology.
ageing.oxfordjournals.org

The Gerontologist
A bimonthly journal that provides a multidisciplinary perspective on human aging through the publication of research and analysis from across the field.
gerontologist.oxfordjournals.org

The Journals of Gerontology Series A
Publishes within its covers the Journal of Gerontology: Biological Sciences and the Journal of Gerontology: Medical Sciences.
biomedgerontology.oxfordjournals.org

The Journals of Gerontology Series B
psychsocgerontology.oxfordjournals.org

American Journal of Hypertension
American Journal of Hypertension provides a forum for scientific inquiry of the highest standards in the field of hypertension and related cardiovascular disease.
ajh.oxfordjournals.org
Alcohol and Alcoholism
Publishes papers on biomedical, psychological and sociological aspects of alcoholism and alcohol research, provided that they make a new and significant contribution to knowledge in the field.
alcalc.oxfordjournals.org

American Journal of Epidemiology
The premier epidemiologic journal devoted to the publication of empirical research findings, opinion pieces, and methodological developments in the field of epidemiologic research.
aje.oxfordjournals.org

The Annals of Occupational Hygiene
One of the world’s top research journals on hazards and risks to health resulting from work.
annhyg.oxfordjournals.org

Epidemiologic Reviews
Epidemiologic Reviews is a leading review journal in public health. Recent issues have focused on Epidemiologic Approaches to Women’s Health, Epidemiology of Aging, and Epidemiologic Approaches to Injury and Violence.
epirev.oxfordjournals.org

European Journal of Orthodontics
One of the leading periodicals in its field, this journal publishes scientific papers aimed at all orthodontists.
ejo.oxfordjournals.org

European Journal of Public Health
A multidisciplinary journal in the field of public health, publishing contributions from social medicine, epidemiology, health services research, management, ethics and law, health economics, social sciences and environmental health.
eurpub.oxfordjournals.org

Health Education Research
Publishes original, refereed papers dealing with all the vital issues involved in health education and promotion worldwide - providing a valuable link between the health education research and practice communities.
her.oxfordjournals.org

Health Policy and Planning
Publishes high quality health policy and systems research that informs policy and practice in low and middle income countries.
heapol.oxfordjournals.org

Health Promotion International
Features refereed original articles, reviews, and debate articles on major themes and innovations from various sectors including education, health services, employment, government, the media, industry, environmental agencies, and community networks.
heapro.oxfordjournals.org
OXFORD JOURNALS
PUBLIC HEALTH

International Journal for Quality in Health Care
Publishes papers related to the quality and safety of health care, including health services research, health care evaluation, technology assessment, health economics, utilization review, cost containment and nursing care research, as well as clinical research related to quality of care.
intqhc.oxfordjournals.org

International Journal of Epidemiology
An essential requirement for anyone who needs to keep up to date with epidemiological advances and new developments throughout the world.
ije.oxfordjournals.org

Journal of Public Health
Invites submission of papers on any aspect of public health research and practice, with a particular focus on the translation of science into action.
jpubhealth.oxfordjournals.org

Journal of Tropical Pediatrics
The Journal of Tropical Pediatrics provides a link between theory and practice in the field.
tropej.oxfordjournals.org

Nicotine & Tobacco Research
One of the world’s few peer-reviewed journals devoted exclusively to the study of nicotine and tobacco.
ntr.oxfordjournals.org

Occupational Medicine
An international peer-reviewed journal, providing vital information for the promotion of workplace health and safety.
occm.oxfordjournals.org

Evolution, Medicine, and Public Health
A new open access journal that publishes original, rigorous applications of evolutionary thought to issues in medicine and public health. It aims to connect evolutionary biology with the health sciences to produce insights that may reduce suffering and save lives.
emph.oxfordjournals.org

Transactions of the Royal Society of Tropical Medicine and Hygiene
Publishes authoritative and impactful original, peer-reviewed articles and reviews on all aspects of tropical medicine.
http://trstmh.oxfordjournals.org

International Health
Published on behalf of the Royal Society of Tropical Medicine and Hygiene

www.oxfordjournals.org
### NEUROLOGY/NEUROSCIENCE

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<tr>
<th>Journal</th>
<th>Description</th>
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<tbody>
<tr>
<td>Archives of Clinical Neuro-psychology</td>
<td>Publishes original contributions dealing with psychological aspects of the etiology, diagnosis, and treatment of disorders arising out of dysfunction of the central nervous system. <a href="http://acn.oxfordjournals.org">acn.oxfordjournals.org</a></td>
</tr>
<tr>
<td>Brain</td>
<td>Provides researchers and clinicians with the finest original contributions in neurology. Its citation rating is one of the highest for neurology journals. <a href="http://brain.oxfordjournals.org">brain.oxfordjournals.org</a></td>
</tr>
<tr>
<td>Cerebral Cortex</td>
<td>Publishes papers on the development, organization, plasticity, and function of the cerebral cortex, including the hippocampus. Studies with clear relevance to the cerebral cortex are also included. <a href="http://cercor.oxfordjournals.org">cercor.oxfordjournals.org</a></td>
</tr>
<tr>
<td>Chemical Senses</td>
<td>Publishes original research and review papers on all aspects of chemoreception in both humans and animals. <a href="http://chemse.oxfordjournals.org">chemse.oxfordjournals.org</a></td>
</tr>
<tr>
<td>Social Cognitive and Affective Neuroscience</td>
<td>SCAN provides a home for the best human and animal research that uses neuroscience techniques to understand the social and emotional aspects of the human mind and human behavior. <a href="http://scan.oxfordjournals.org">scan.oxfordjournals.org</a></td>
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### TOXICOLOGY

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<th>Journal</th>
<th>Description</th>
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<tr>
<td>The Journal of Chromatographic Science</td>
<td>An international scientific journal presenting the latest information concerning the practice and theory of chromatography. <a href="http://chromsci.oxfordjournals.org">chromsci.oxfordjournals.org</a></td>
</tr>
<tr>
<td>Toxicological Sciences</td>
<td>The official journal of the Society of Toxicology, whose mission is to publish premier peer-reviewed, hypothesis-driven, original research articles in all areas of toxicology. <a href="http://toxsci.oxfordjournals.org">toxsci.oxfordjournals.org</a></td>
</tr>
<tr>
<td>The Journal of Analytical Toxicology</td>
<td>A peer-reviewed international publication devoted to the timely dissemination of scientific communications concerning the isolation, identification, and quantification of drugs and other potentially toxic substances. <a href="http://jat.oxfordjournals.org">jat.oxfordjournals.org</a></td>
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### ANAESTHESIA

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<th>Journal</th>
<th>Description</th>
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<tr>
<td>BJA – British Journal of Anaesthesia</td>
<td>Founded in 1923, BJA remains the oldest and largest independent journal of anaesthesia. <a href="http://bja.oxfordjournals.org">bja.oxfordjournals.org</a></td>
</tr>
<tr>
<td>Continuing Education in Anaesthesia, Critical Care and Pain</td>
<td>Publishes material to support the continuous medical education and professional development of specialists in anaesthesia, critical care medicine and pain management. <a href="http://ceaccp.oxfordjournals.org">ceaccp.oxfordjournals.org</a></td>
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### PSYCHOLOGY & PSYCHIATRY

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<tr>
<th>Journal of Pediatric Psychology</th>
<th>Schizophrenia Bulletin</th>
<th>Journal of Deaf Studies and Deaf Education</th>
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<tr>
<td>The official journal of the Society of Pediatric Psychology, Division 54 of the American Psychological Association.</td>
<td>Seeks to review recent developments and empirically based hypotheses regarding the etiology and treatment of schizophrenia.</td>
<td>A peer reviewed scholarly journal integrating and coordinating basic and applied research.</td>
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### PRIMARY CARE

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<tr>
<th>Family Practice</th>
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<tr>
<td>An international journal aimed at practitioners, teachers and researchers in the fields of family medicine, general practice and primary care in both developed and developing countries.</td>
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<td><a href="http://fampra.oxfordjournals.org">fampra.oxfordjournals.org</a></td>
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### GASTROENTEROLOGY

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<tr>
<th>Gastroenterology Report</th>
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<tr>
<td>Gastroenterology Report is an international open access journal covering all areas related to gastrointestinal sciences.</td>
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<td><a href="http://gastro.oxfordjournals.org">gastro.oxfordjournals.org</a></td>
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### HUMAN REPRODUCTION

**Published on behalf of ESHRE**

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<tr>
<th>Human Reproduction</th>
<th>Human Reproduction Update</th>
<th>MHR: Basic science of reproductive medicine</th>
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<tr>
<td>Features full-length, peer-reviewed papers reporting original research, clinical case histories, as well as opinions and debates on topical issues.</td>
<td>Aims to provide invited, comprehensive, authoritative, up-to-date critical and balanced reviews covering all areas of human reproduction.</td>
<td>Publishes articles on the molecular aspects of human reproduction. Papers include peer-reviewed original research reports, short review articles and commentaries.</td>
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### GENERAL MEDICINE

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<tr>
<th>British Medical Bulletin</th>
<th>QJM: An International Journal of Medicine</th>
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<tr>
<td>Comprises high quality reviews aimed at generalist physicians, junior doctors and medical students in both developed and developing countries.</td>
<td>Focuses on internal medicine and publishes peer-reviewed articles which promote medical science and practice.</td>
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</table>
**CONTACTS**

**Emma Gier** (on maternity leave)
Head of Translations, Reprints and Permissions
emma.gier@oup.com

**Jennifer Child**
Acting Head of Translations and Reprints
jennifer.child@oup.com
Japanese, French and Russian

**Kate Johnson-Gilbert**
Rights Manager
catherine.johnson-gilbert@oup.com
Spanish, Portuguese, Italian and Chinese (Simplified and Complex)

**Gemma Barker**
Rights Manager
gemma.barker@oup.com
Oxford Journals and Medical Books – all languages

**Jan Crosser-Cooke**
Global Business Development Manager
jan.cooke@oup.com
Dutch, Nordic languages, South East Asian languages, Eastern European, Korean and Greek

**Theo Jones**
Global Business Development Executive
theo.jones@oup.com
German, Turkish and Middle Eastern languages

**Sophie Devereau**
Global Business Development Assistant
sophie.devereau@oup.com

**Tom McKibbin**
Global Business Development Assistant
tom.mckibbin@oup.com

**Jurga Povilenaite**
Global Business Development Assistant
jurga.povilenaite@oup.com