

2023 Tupperware

General Register

Announcements for the following year included in some vols.

Hoodwinked

Powerhouse marketing expert, narrator of Netflix's Buy Now documentary, shows how today's biggest brands are using cult-like tactics to capture not just your wallet, but your devotion. From viral leggings to must-have apps, Dr. Mara Einstein exposes the hidden parallels between cult manipulation and modern marketing strategies in this eye-opening investigation. Drawing from her unique background as both a former MTV marketing executive and a respected media studies professor, she reveals how companies weaponize psychology to transform casual customers into devoted followers. This groundbreaking book uncovers: How social media platforms use anxiety-inducing algorithms to keep you trapped in a purchase-panic cycle The secret playbook marketers use to create \"brand religions\" around everyday products Why even the most rational consumers fall prey to scarcity marketing and manufactured FOMO Practical strategies to break free from manipulative digital marketing tactics With compelling real-world examples and insights from industry insiders, Hoodwinked equips you with the knowledge to recognize and resist these sophisticated manipulation techniques. Dr. Einstein's expertise has been featured in The New York Times, Wall Street Journal, and Harvard Business Review, making her the perfect guide through the maze of modern marketing manipulation. Break free from the cult of consumerism—discover how to make mindful choices in an increasingly manipulative digital marketplace. \"Easy to read, and such a good peek behind the curtain of for-profit companies and the ways they influence and manipulate us,\" —Daniella Young, author of Uncultured

Growth Marketing

Dieses Buch ist eine umfassende Anleitung, wie Sie Ihr Marketing auf eine effiziente und gewinnbringende Weise optimieren können. Das Buch konzentriert sich auf drei Schlüsselaspekte des Wachstumsmarketings. Erstens, Abwanderung verringern: Hier erfahren die Leser:innen, wie sie Kundenabwanderung minimieren können, indem sie die richtige Unternehmensstrategie entwickeln, Produkte und Angebote anpassen, sich vor Wettbewerbern schützen und vom Kunden ausgehende Abwanderung verhindern. Zweitens, Empfehlungen erhöhen: Das Buch zeigt auf, wie wichtig Empfehlungen für das Unternehmenswachstum sind und wie man sie durch Empfehlungsmarketing, Netzwerkmarketing, Referenzverkauf, Affiliate Marketing und Co-Creation gezielt steigern kann. Drittens, Wachstum beschleunigen: Hierbei geht es darum, die Markenbekanntheit zu steigern, zusätzliche Kunden zu gewinnen, die Konversionsrate zu erhöhen und effiziente Strategien für das Unternehmen zu entwickeln. Das Buch basiert auf fundierten Analysen, Experimenten und iterativen Schritten, um eine nachhaltige Wachstumsstrategie zu entwickeln, die selbst mit halbem Budget maximale Wirkung erzielt. Es bietet konkrete Beispiele und wertvolle Ratschläge, die in jeder Branche umsetzbar sind.

Lifting the Lid on a baby boomer 's memory box

Journey back to the post-war Black Country with Bob Perry as he recalls his childhood in a changing world. Born into a typical estate, Bob's story mirrors that of countless Baby Boomers. From his close-knit community to the bustling town streets, Bob navigates a world rebuilding itself after war. Amid historic events, Bob's narrative intertwines his journey with the broader tapestry of his time, showcasing the events that shaped his generation. As the world evolves, Bob and his peers confront challenges within and beyond

their community, navigating uncertainty with resilience. Through Bob Perry's memoir, readers revisit pivotal moments in history, where echoes of the past resonate on every page. This reflection depicts a generation shaped by change and enduring community ties.

Single and Psycho

From the single ladies of Beyoncé and Taylor Swift songs to Phoebe Waller-Bridge's irreverent television series *Fleabag* (2016–2019) to as far back as Miss Havisham in *Great Expectations*, the stereotype of the damaged single woman has long pervaded music, books, television, and Hollywood movies. Spinster tropes, witch burnings, and nineteenth-century diagnoses of hysteria have reflected and continue to inform the stories told about society's singletons, most notoriously in the original bunny boiler, *Fatal Attraction* (1987), and popularized in *Single White Female* (1992) and *Promising Young Woman* (2020). In *Single & Psycho*, author Caroline Young explores how broader social trends such as the antifeminist backlash of the 1980s, contemporary debates about tradwives and childless cat ladies, and the absence of single women of color on-screen shape the way women are (mis)perceived and (mis)treated. Young weaves the history of a stereotype with her own fight against stigma as a single woman as well as her struggles with infertility, infusing incisive analysis with personal experience in this approachable, savvy exposé of one of mainstream media's most enduring clichés. *Single & Psycho: How Pop Culture Created the Unstable Single Woman* is a dynamic addition to the ongoing dialogue surrounding the #MeToo movement and societal expectations of women.

Monitor

The past is fixed – what happened happened. But our descriptions of that past are in constant flux, creating branching networks of contradictory accounts more complex than any fictional franchise. *Revising Reality* uses pop culture and media concepts of revision to untangle our real-world histories – with startlingly revelatory results. Novels, comics, films, and TV shows can continue previous events (sequels), reinterpret events (retcons), or restart events (remakes), and audiences can ignore any of these revisions (rejects). Drawing on these four kinds of revision derived from franchises such as *Star Wars*, *Harry Potter*, *The Lord of the Rings*, and *Marvel* comics, Chris Gavaler and Nat Goldberg make sense of the stories we tell about a remarkable range of actual events, including scientific discoveries, Supreme Court cases, historical moments, folk heroes, and even trans names and human memory. They ask: – What happened to the original, green-scaled dinosaurs after scientists decided dinosaurs had multi-colored feathers? When overturning *Roe v. Wade*, did the Supreme Court end the right to abortion, or did the Court claim that the right of the previous half century never existed? Since Ronald Reagan increased taxes, expanded government, and championed amnesty for undocumented immigrants, who is the Ronald Reagan whom today's conservatives champion as a model president? When a trans person comes out as trans, has their gender changed or has their gender remained consistent? Are our memories accounts of real events or some kind (or kinds) of revision? And if our memories are in flux, what does that say about our memory-dependent identities? *Revising Reality* answers these and so many more questions, providing surprising new tools for explaining the world and our relationship to it.

Revising Reality

Everywhere we turn, brands and organizations are under fire for failing to treat their customers with respect and dignity. And increasingly, consumers want firms to take a lead in helping to shape a better society. Yet, most don't know where to start or have struggled to get things right. In *Marketplace Dignity*, Cait Lambertson, Neela A. Saldanha, and Tom Wein introduce a tangible, practical way to take a stand on the fundamental value of humans, and in so doing, be a force for good in a society that increasingly demands that they do so. Marketplace dignity is the idea that customers seek respect and recognition from the firms they interact with, not just rational or emotional benefits. Marketplace dignity appeals to humans' sense of justice and goes to the essence of what makes customers human. It is also a powerful driver of their engagement, loyalty, and satisfaction. In this book, you will discover how to: + Apply the principles of marketplace

dignity to the whole of the customer journey, from the pre-consumption phase to the post-consumption phase; + Design and deliver products, services, and experiences that respect your customers' dignity and value as human beings; + Improve your performance using the Marketplace Dignity Framework, which is underpinned by representation, agency, and equality; and + Create a competitive edge and a positive social impact with marketplace dignity. Drawing on the authors' rigorous research, as well as the successes and failures of companies around the world, from Fortune 100 companies to nonprofits to independent organizations, Marketplace Dignity will empower you to diagnose, understand, and enhance the way that you engage with your customer base across the entirety of their journey with your organization.

Marketplace Dignity

Announcements for the following year included in some vols.

Catalogue of the University of Michigan

Psychedelics have long been sanctioned as dangerous substances. Today, psychedelics are enjoying a new found appeal, even being idealized as wonder drugs. As part of the so-called psychedelic renaissance, reports abound about the benefits of these substances for remedying individual mental health issues and bringing about social change. Offering a critical view of these developments, Psychedelic Capitalism locates this renaissance in the context of corporate capture, medicalization, and the war on drugs. Wealthy entrepreneurs are investing billions in the psychedelics industry. Biotechnology firms are racing to capture intellectual property and monopolize psychedelic supply chains. Venture capitalists are leveraging the prospects of a lucrative mass market. Together, these actors are appropriating Indigenous knowledge and claiming ownership over substances that have been in the public domain for centuries. Brownlee and Walby ask if corporations and the medical establishment are suited to steward the mainstreaming of psychedelics, raising concerns with how the psychedelic renaissance is entrenching systems of inequality, limiting access and affordability, and increasing the reach of drug war surveillance and criminalization. Interrogating the consequences of psychedelic capitalism, the authors point to what could be gained from a just and equitable psychedelic future rooted in the public interest.

Psychedelic Capitalism

As leaders plan to make significant investments to harness the power of foundational models such as ChatGPT, they need to understand the changes in organizational behaviors required for the successful implementation of such systems. The size, complexity and nature of this new wave of technologies requires a refresh in roles and responsibilities in conventional IT organizations. This book reveals practical and no-nonsense guidance on how to leverage generative AI to transform your business processes and organizational structures to achieve breakthroughs in efficiency, effectiveness and competitive advantage. Written in a lively, engaging, and often humorous style, this work provides practical insights and timely survival skills for leaders with anonymous but real-world experiences and case studies. If you're looking to understand how large language foundation models such as ChatGPT are reshaping managerial roles and organizational structures, and how they can leverage this knowledge to survive and thrive in this brave new world then Organizing for Generative AI and the Productivity Revolution is the book for you. What You Will Learn Review the key changes in current state roles and responsibilities that are required to successfully deploy generative AI systems Examine the organizational reporting structures and associated incentives that form a strong generative AI system Understand the financial, regulatory, and operational risks created by organizational behavioral issues that arise when organizations build and deploy large language models Compare the strategic differences in emerging versus traditional organizational behaviors, incentives, roles and responsibilities Who This Book Is For Executives and team leaders at enterprises large and small. "The book addresses an important topic: how to set up an organization for success, particularly in Generative AI. Generative AI brings new challenges to organizations in terms of how to structure the organization for success, mitigating risks, software development lifecycle, and tracking ROI. I could think of no better person

to tackle these issues than Arthur O'Connor, who has extensive experience in technology within some of the largest enterprises in Wall Street, complemented by his academic background. He brings an insightful and unique perspective for technology leaders who want to set up their organizations for success in Generative AI.” - Joseph Sabelja, Generative AI Firmwide Platform Lead, J P Morgan

Organizing for Generative AI and the Productivity Revolution

Many people today feel drained and unfulfilled by their work. Workplace cultures are cracking and some have suffered catastrophic failures. Despite huge advances in technology, companies are struggling to find a way to improve engagement, sustain productivity and deliver business results. Feelings of loneliness, fear and exhaustion are flooding organisations, leaving individuals searching for something more meaningful – somewhere they can feel valued and able to flourish as humans. Drawing on her experience as a work psychologist and leader, Sarah McLellan outlines a vision for a human-led future of work, where businesses and people can thrive. *Make It Human* includes practical models, new insights and real-life stories, illustrating how we can nurture workplace cultures to invigorate human growth – both for us and for generations to come. Work doesn't have to be a nine-to-five, meaningless, lonely grind. Together, we can make it human.

Make it Human

"The cowboy apocalypse is a pervasive story replayed in books, film, television, videogames, and live-action-role-playing which blends the mythology of the American Western with doomsday prophecies in which the good guy with the gun is the messiah and God has nothing to do with the apocalypse"--

Cowboy Apocalypse

Peabody and Emmy Award-winning journalist Jane Marie expands on her popular podcast *The Dream* to expose the scourge of multilevel marketing schemes and how they have profited off the evisceration of the American working class. We've all heard of Amway, Mary Kay, Tupperware, and LuLaRoe, but few know the nefarious way they, and countless other multilevel marketing (MLM) companies, prey on desperate Americans struggling to make ends meet. When factories close, stalwart industries shutter, and blue-collar opportunities evaporate, MLMs are there, ready to pounce on the crumbling American Dream. MLMs thrive in rural areas and on military bases, targeting women with promises of being their own boss and millions of dollars in easy income—even at the risk of their entire life savings. But the vast majority—99.7%—of those who join an MLM make no money or lose money, and wind up stuck with inventory they can't sell to recoup their losses. *Selling the Dream* “is an urgent and riveting exposé” (Publishers Weekly, starred review) that reveals how these companies—often owned by political and corporate elites, such as the DeVos and the Van Andel families—have made a windfall in profit off of the desperation of the American working class.

Selling the Dream

The incredible story of Brownie Wise, the Southern single mother—and postwar #Girlboss—who built, and lost, a Tupperware home-party empire Before Mary Kay, Martha Stewart, and Joy Mangano, there was Brownie Wise, the charismatic Tupperware executive who converted postwar optimism into a record-breaking sales engine powered by American housewives. In *Life of the Party*, Bob Kealing offers the definitive portrait of Wise, a plucky businesswoman who divorced her alcoholic husband, started her own successful business, and eventually caught the eye of Tupperware inventor, Earl Tupper, whose plastic containers were collecting dust on store shelves. The Tupperware Party that Wise popularized, a master-class in the soft sell, drove Tupperware's sales to soaring heights. It also gave minimally educated and economically invisible postwar women, including some African-American women, an acceptable outlet for making their own money for their families—and for being rewarded for their efforts. With the people skills of Dale Carnegie, the looks of Doris Day, and the magnetism of Eva Peron, Wise was as popular among her

many devoted followers as she was among the press, and she become the first woman to appear on the cover of BusinessWeek in 1954. Then, at the height of her success, Wise's ascent ended as quickly as it began. Earl Tupper fired her under mysterious circumstances, wrote her out of Tupperware's success story, and left her with a pittance. He walked away with a fortune and she disappeared—until now. Originally published as Tupperware Unsealed by the University Press of Florida in 2008—and optioned by Sony Pictures, with Sandra Bullock attached to star—this revised and updated edition is perfectly timed to take advantage of renewed interest in this long-overlooked American business icon.

Life of the Party

Whether you come to this book as an entrepreneurship student, a corporate manager, someone seeking regenerative social change, or a seasoned creator of new ventures, you already know that entrepreneurship is the primary engine of growth, innovation, and financial self-reliance. What you will discover in this book is that there is a science to entrepreneurship—a shared logic that can be observed in expert entrepreneurs across industries, geographic locations, and time. We call this logic effectuation—which means working with things already within your control to co-create valuable new futures with people who want to work with you. At the heart of the book you will find the four core principles of effectuation that expert entrepreneurs follow when creating new ventures, products, and markets: Start with your means Set affordable loss Form partnerships Leverage contingencies In this book, each of these core principles is explained through cases, stories, thought exercises, and a variety of practical applications. Presented in the concise, modular, graphical form made popular in previous editions, Effectual Entrepreneurship is perfect both for those seeking to become entrepreneurs, and those already in the thick of things! A wealth of thought-provoking material, expert advice, and practical techniques resides in these pages and on the accompanying website: www.effectuation.org.

Effectual Entrepreneurship

Explores how marketers have leveraged feelings of personal familiarity in modern consumer capitalism Our wired world connects us with corporations in ways that, just a generation ago, would have been hard to imagine. Marketers track users' habits down to the swipe and scroll; brand influencers reach out to followers in ever more personal ways. Yet, however much we may feel individually recognized (or targeted) by today's marketers, the connections they make are, in truth, fleeting and tactical. They are also nothing new. Marketplace transactions have long been mediated by interactions that blur the line between the putatively public and rational world of commerce and the supposedly private and emotional realm of personal relations. That there is an affective tenor to every sales scenario has never been a secret to talented marketers. How, exactly, marketers have tried to set those moods by endowing commercial relationships with an aura of personal affinity is the subject of Commercial Intimacy. Its chapters explore the broad theme of commercial intimacy (that is, market-based feelings of spatial and emotional closeness) in US consumer culture from the mid-nineteenth century to the late twentieth century. They show how experiences of intimacy have been orchestrated by marketers operating at a variety of distances, from the face-to-face solicitations made by retail clerks and direct-sales agents to the long-distance appeals made by mail-order merchants, print and TV advertisers, telemarketers, and e-commerce platforms. The volume pays especially close attention to how these revenue-minded acts of ingratiation worked, how they were shaped by the technologies behind them, and how they capitalized on contemporary dynamics of gender and sexuality. At the heart of this volume, then, is the question of how our understanding of business history changes when we take the emotional, sensational, and affective dynamics of intimacy to be foundational elements of commercial persuasion. Contributors: Samuel Backer, Jennifer M. Black, Donna J. Drucker, Isabelle Marina Held, Julie A. Johnson, Lindsay Mitchell Keiter, Stephanie Kolberg, Brenton J. Malin, Cynthia B. Meyers, Richard K. Popp, Nicole E. Weber, Wendy A. Woloson.

Commercial Intimacy

Designed to support aspects of the CIPD's advanced diplomas the CIPD Advanced Diploma in Strategic Learning and Development and equip students with the skills needed to embark on a career in L&D. Offering essential coverage of the underpinning theory of learning and development, this book explores key learning models, learning styles and an examination of how people learn. Building on these theoretical foundations, Strategic Learning and Development Practice goes on to explore how this theory applies in practice., including identifying learning needs, learning analytics, knowledge management, technology-supported learning and how to build and evaluate an L&D strategy. This book is full of real-world examples and pedagogical features to support student learning. These include reflective practice questions to consolidate learning and promote critical thought as well as explore further boxes to facilitate wider reading and encourage students to explore areas of interest in more depth. Key definitions in this book give a clear outline of the essential terms and key learning points at the end of every chapter support student revision of the most important themes. Online resources include a lecturer manual and PowerPoint slides for each chapter.

Strategic Learning and Development Practice

The future of our environment lies in the hands of the working class, but what if the future of the working class also lies in environmental political struggles? The unsettling realities of climate change, air and water pollution, and toxic contamination loom larger with every passing day, but the policies that will enable us to respond to these crises continue to be blocked by reactionary actors and ideologies. How do we explain the power and persistence of anti-environmentalism in the United States? In *The Smoke and the Spoils*, John Hultgren argues that the benefits of continued fossil fuel production flow upward to a tiny fraction of the American populace. But the powerful interests who benefit from such a reality continue to beat back strong environmental laws and regulations by successfully constructing a cross-class coalition that includes a segment of the working class. This political reality is far from new, but the coalition enabling it has shifted over the course of American history. To confront anti-environmentalism, it is thus necessary to grapple with both the deeply entrenched patterns that have reappeared in environmental struggles at different moments in American history and the cracks and fissures that working-class activists and environmental justice movements have periodically pried open to challenge the status quo. Tracing the trajectory of anti-environmentalism from the nineteenth-century frontier to the 1950s suburb, from the shuttered shops of Main Street to the extractive economies of Trump country, Hultgren offers a historically grounded theory of anti-environmentalism that will help us to better understand—and ultimately combat—the institutional, organizational, and ideological forces standing in the way of environmental progress. Placing environmental politics within a broader context of class struggle, this book makes the case that the environmental crises of our time will only be mitigated by a resurgent working class.

A Dictionary of the Anonymous and Pseudonymous Literature of Great Britain: TIT-ZOR

Adquirindo este produto, você receberá o livro e também terá acesso às videoaulas, através de QR codes presentes no próprio livro. Ambos relacionados ao tema para facilitar a compreensão do assunto e futuro desenvolvimento de pesquisa. Este material contém todos os conteúdos necessários para o seu estudo, não sendo necessário nenhum material extra para o entendimento do conteúdo especificado. Autor Adriano Rogério Goedert Conteúdos abordados: Conceito de risco no projeto (risco negativo e risco positivo). Processos do gerenciamento dos riscos do projeto: identificação, análise, planejamento das estratégias de resposta. Análise qualitativa e quantitativa dos riscos. Classificação dos riscos: probabilidade e impacto. Planejamento das respostas aos riscos. Novas abordagens de avaliação de risco: sensemaking. Informações Técnicas Livro Editora: IESDE BRASIL S.A. ISBN: 978-65-5821-258-4 Ano: 2024 Edição: 1ª Número de páginas: 96 Impressão: P&B

The Smoke and the Spoils

This edited book explores the process of creating using the seven C's of creativity framework. It discusses the

creative process as a collaboration between humans and Artificial Intelligence (AI), here identified as the cyber-creativity process. Through nine chapters written by leading scholars in the field, this collection delves into the rapidly emerging area of Generative-AI (Gen-AI) applications and sheds light on the parts of the creative process that will remain fundamentally human throughout the foreseeable future, as well as those that will benefit more from AI-augmentation. Drawing on the dynamic definition of creativity, the contents encompass the Dynamic Universal Creative Process (DUCP) and the DA VINCI model, the design principles of Gen-AI algorithms, the cyber-creativity process in education, journalism, design, fashion, music, and its implications on intellectual property protection. A timely reflection on the complex and evolving relation between creativity and technology, this volume will interest academics, researchers, and students alike across humanities, social and hard sciences.

Gestão de riscos do projeto

In today's global landscape, effective leadership requires forward thinking and adapting strategies to drive organizational success and inspire innovation and change. By embracing innovative mindsets and tools, leaders are not only solving complex challenges but also fostering cultures of continuous improvement, collaboration, and resilience. These techniques highlight the pivotal role that innovation plays in redefining leadership paradigms and preparing organizations for sustainable growth in an increasingly competitive and unpredictable world. The Impact of Innovation in Leadership embraces a global, interdisciplinary framework connecting innovation to vision and passion. This book explores the different tools and stories of how innovation has helped leaders. Covering topics such as artificial intelligence, deep learning, and green creativity, this book is an excellent resource for leaders, researchers, entrepreneurs, district administrators, educators, educational coaches, technology specialists, business professionals, policymakers, and many more.

The Cyber-Creativity Process

This revised and updated edition addresses the international history and practice of design from the 17th century to the present day. Covering both primary texts by social theorists, designers and design reformers, and secondary texts in the form of key works of design history and design thinking, the Reader provides an essential resource for understanding the history of design, the development of the discipline, and contemporary issues in design history and practice, including decolonization, sustainability, historiography, gender and globalization. Extracts are grouped into thematic sections, each with a contextualizing introduction by the editors, and a guide to further reading. The updated edition of The Design History Reader expands upon its original content and features numerous significant voices from across the globe. Authors include William Morris, Karl Marx, Roland Barthes, Victor Margolin, Penny Sparke, Judy Attfield, Ellen Lupton, and many more.

The Impact of Innovation in Leadership

Black and Latine transgender and gender diverse (trans/gender diverse) individuals are often underrepresented in general population studies as well as those specific to the LGBTQIA+ community. This study sought to identify effective means of engaging Black and Latine trans/gender diverse persons into research studies. A community-led process enhanced the likelihood of successfully meeting this objective. We gathered qualitative data via a virtual focus group of adults who self-identified as trans/gender diverse and Black and/or Latine. To stimulate discussion about effective recruitment strategies, barriers, and incentives for research participation, we developed a semi-structured guide. The focus group processes incorporated trauma-informed practices. We conducted qualitative analysis using thematic analysis. Four Black, three Latine, and one multiracial trans/gender diverse individuals participated in the focus group. Participant comments indicated that trust in research staff and sponsors and trans/gender diverse persons' leadership in study processes increased interest in participation. Recruitment materials that encouraged participation portrayed Black and Latine trans/gender diverse persons, specified how barriers to participation will be overcome, assured a safe study environment, and detailed financial compensation commensurate with

topic sensitivity. Previous negative experiences were a barrier to future study enrollment. Participants weighed the anticipated emotional burden of participation against the perceived community benefits of the research.

The Design History Reader

The Psychology of Advertising offers a comprehensive overview of theory and research in consumer psychology, exploring how advertising impacts the thoughts, emotions and actions of consumers. It links psychological theories and empirical research findings to real-life industry examples, showing how scientific research can inform marketing practice. This newly updated fourth edition includes a new chapter on social media advertising that considers how brands and social media influencers affects consumer judgement and choice. The book also includes new coverage on the impact of the psychology of advertising on firm performance or consumer behaviour, the application of theory to real-life adverts, and how the psychology of advertising was affected by the covid pandemic. The book offers a comprehensive and state-of-the art overview of psychological theorizing and research on the impact of online and offline advertising and discusses how the traces consumers leave on the Internet (their digital footprint) guides marketers in micro-targeting their advertisements. Now including a glossary of key concepts, updated examples and illustrations, this is a unique and invaluable resource for advanced undergraduate and graduate students of consumer psychology, consumer behaviour, marketing psychology and advertising. It is also suitable for students and professionals in the fields of marketing communication, digital marketing and business.

Engaging Black and Latine transgender and gender diverse persons in research: Advice from a community-based focus group

Hallucinogens have been traditionally used to encourage spiritual growth, heighten perception, inspire personal development, or expand reality. Comprehensive Guide to Hallucinogenic Plants focuses on ethnobotanical aspects of hallucinogenic plant species, featuring history on how they were used in ancient societies, identifying chemical compounds, and explaining modern medicinal uses, as well as conservation initiatives. The book emphasizes the importance of understanding the cultural, countrywide, environmental, and scientific importance of these medicinal plants. Some of the 50 plants covered in this work include: ayahuasca, ginger, kanna, dream herb, iboga, peyote, canary broom, coral tree, catnip, wild rue, kava, mandrake, and golden angel's trumpet. Each chapter includes information on historical plant use and identification of chemical compounds, and explains modern medicinal uses. The text highlights the importance of studying, evaluating, and utilizing these plants not in isolation, but from a global perspective. Comprehensive Guide to Hallucinogenic Plants appeals to plant scientists, botanists, ethnobotanists, pharmacologists, and those with an interest in alternative or herbal medicine.

The Psychology of Advertising

In this Handbook, philosophers from around the world address the metaphysics, epistemology, and value of psychoactive (mind-altering) drug use. In so doing, they attempt to answer questions such as: What does the fact of drug-induced mind-altering experiences tell us about natures of the mind, free will, and God? What does it tell us about what, and how, we can know? Are drug-induced mind-altering experiences valuable, morally, aesthetically, or otherwise? Is the acquisition of drug-induced mind-altering experiences ever immoral? Should the acquisition of drug-induced mind-altering experiences ever be legally prohibited? The Handbook gives an overview of the current research, and sets the stage for future directions in philosophical thought relating to psychoactive drug use.

Comprehensive Guide to Hallucinogenic Plants

Are you a woman who feels like you've been oppressed by the patriarchy? Did your boss question your

emotional outburst today? Do you believe men are out to get you? If so, this book is for you! Discover the secrets to embracing your victimhood, getting even with the men who wronged you, and taking control of your life! In this revolutionary guide, you'll learn how to: - Use your tears to manipulate men and avoid responsibility - Create a winning strategy to destroy your spouse's life in divorce court - Master the fine art of false accusations to ruin innocent men's reputations - Avoid the burden of working a full-time job by leveraging government handouts - Exploit the gynocratic education system to leave boys behind and dominate academia - Double down on your emotional instability to ensure a lifelong dependence on anti-depressants - Capitalize on your motherly instincts to betray the sisterhood and steal resources from the coven - Harness the power of social media to cancel and ostracize non-compliant men Don't let those pesky men hold you back anymore! If you want to embrace your inner witch and take control of your life, then buy this book today!

A Critical Dictionary of English Literature and British and American Authors

This book covers the latest advancements and applications of nonlinear dynamics in various fields of science and engineering, presenting a curated selection of peer-reviewed contributions at the 2nd International Conference on Nonlinear Dynamics and Applications (ICNDA 2024) at Sikkim Manipal Institute of Technology (SMIT). Organized by the Department of Mathematics, SMIT, SMU, this international conference provides a platform for scientists, researchers, and inventors to share their findings and exchange ideas in the ever-evolving field of nonlinear dynamics. This book comprises three volumes. Volume 3 focuses on graphs, networks, and communications. It covers topics such as optimization in control and neural systems; machine learning for signal analysis and classification; graph theory applications in science and engineering; analysis of wavelets and transforms in signal processing; and semiconductor devices and nanomaterials.

The Palgrave Handbook of Philosophy and Psychoactive Drug Use

A Critical Dictionary of English Literature and British and American Authors, Living and Deceased

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