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"Our mouths are not just for smiling, our teeth are involved in more than merely chewing, and our tongues do far more than taste and swallow. In fact, the mouth cavity is a critical ecosystem and central to the health of the entire body. This view of dentistry is central to European biological medicine but is considered radical in the United States where conventional dental practices view the mouth as an isolated entity. In *It's All in Your Mouth*, Dr. Dominik Nischwitz brings this sensible and crucial view of oral health to an American audience. A diseased mouth will lead to a diseased body. In fact, inflammation, chronic fatigue, obesity, heart disease, stroke, Alzheimer's disease, and cancer all have roots in the mouth. Using the latest scientific research, Dr. Dominik Nischwitz tells us everything we never knew about our teeth and how we can care for them in a way that nurtures and supports whole body wellness"-- The chapters in this volume were originally presented in the panels on Scientific Literature at the 12th World Sanskrit Conference in Helsinki, Finland. They represent some of the most up-to-date scholarship on the history of early science in India being done today. The first part of the book focusses on the history of mathematical commentaries and the role of illustration in sanskrit mathematical manuscripts. The second part of the book investigates fundamental ayurvedic theories, ayurvedic rites for childbirth, the cultural history of medicine in the Early Modern period, the anthropology of spirit of one of the oldest surviving ayurvedic texts. This book will be of interest to historians of science, students of classical Indian history and culture, and anyone wanting to know where the cutting edge of the history of early Indian science is today. Ayurveda, the ancient art of healing, has been practiced in India for more than two thousand years and survives today as a living medical tradition whose principles are at the heart of many "alternative" therapies now used in the West. This "science of longevity" has parallels with Buddhist thought, and advocates a life of moderation through which the three humors of the body will be brought into balance. The writings selected for this volume are taken from Sanskrit

medical texts written by the first Ayurvedic physicians, who lived between the fifth century b.c. and the fourteenth century a.d. Here readers will find wide-ranging and fascinating advice on the benefits of garlic therapy, prayers for protection against malevolent disease deities, surgical techniques, exercise regimens, the treatment of poisons, the interpretation of dreams, and more. For more than seventy years, Penguin has been the leading publisher of classic literature in the English-speaking world. With more than 1,700 titles, Penguin Classics represents a global bookshelf of the best works throughout history and across genres and disciplines. Readers trust the series to provide authoritative texts enhanced by introductions and notes by distinguished scholars and contemporary authors, as well as up-to-date translations by award-winning translators.

This open access book explores the concept of Industry 4.0, which presents a considerable challenge for the production and service sectors. While digitization initiatives are usually integrated into the central corporate strategy of larger companies, smaller firms often have problems putting Industry 4.0 paradigms into practice. Small and medium-sized enterprises (SMEs) possess neither the human nor financial resources to systematically investigate the potential and risks of introducing Industry 4.0. Addressing this obstacle, the international team of authors focuses on the development of smart manufacturing concepts, logistics solutions and managerial models specifically for SMEs. Aiming to provide methodological frameworks and pilot solutions for SMEs during their digital transformation, this innovative and timely book will be of great use to scholars researching technology management, digitization and small business, as well as practitioners within manufacturing companies. This open access book provides the first comprehensive collection of papers that provide an integrative view on cybersecurity. It discusses theories, problems and solutions on the relevant ethical issues involved. This work is sorely needed in a world where cybersecurity has become indispensable to protect trust and confidence in the digital infrastructure whilst respecting fundamental values like equality, fairness, freedom, or privacy. The book has a strong practical focus as it includes case studies outlining ethical issues in cybersecurity and presenting guidelines and other measures to tackle those issues. It is thus not only relevant for academics but also for practitioners in cybersecurity such as providers of security software, governmental CERTs or Chief Security Officers in companies. Featured in the Netflix series *Love, Death & Robots* A unique anthology of all-new stories that challenges authors to throw down the gauntlet in an epic genre battle and demands an answer to the age-old question: Who is more awesome—robots or fairies? Rampaging robots! Tricksy fairies! Facing off for the first time in an epic genre death match! People love pitting two awesome things against each other. *Robots vs. Fairies* is an anthology that pitches genre against genre, science fiction against fantasy, through an epic battle of two icons. On one side, robots continue to be the classic sci-fi phenomenon in literature and media, from Asimov to WALL-E, from Philip K. Dick to Terminator. On the other, fairies are the beloved icons and unquestionable rulers of fantastic fiction, from Tinkerbell to Tam Lin, from *True Blood* to *Once Upon a Time*. Both have proven to be infinitely fun, flexible, and challenging. But when you pit them against each other, which side will triumph as the greatest genre symbol of all time? There can only be one...or can there? Featuring an incredible line-up of authors including John Scalzi, Catherynne M. Valente, Ken Liu, Max Gladstone, Alyssa Wong, Jonathan Maberry, and many more, *Robots vs. Fairies* will take you on a glitterbombed journey of a techno-fantasy mash-up across genres. An all-new anthology of eighteen classic myth

retellings featuring an all-star lineup of award-winning and critically acclaimed writers. Madeleine L'Engle once said, "When we lose our myths we lose our place in the universe." The Mythic Dream gathers together eighteen stories that reclaim the myths that shaped our collective past, and use them to explore our present and future. From Hades and Persephone to Kali, from Loki to Inanna, this anthology explores retellings of myths across cultures and civilizations. Featuring award-winning and critically acclaimed writers such as Seanan McGuire, Naomi Novik, Rebecca Roanhorse, JY Yang, Alyssa Wong, Indrapramit Das, Carlos Hernandez, Sarah Gailey, Ann Leckie, John Chu, Ursula Vernon, Carmen Maria Machado, Stephen Graham Jones, Arkady Martine, Amal El-Mohtar, Jeffrey Ford, and more, The Mythic Dream is sure to become a new classic. A collection of modern fairy tales includes stories of castles, canyons, dungeons, and other fantastical realms. A Companion to Ancient Epic presents for the first time a comprehensive, up-to-date overview of ancient Near Eastern, Greek and Roman epic. It offers a multi-disciplinary discussion of both longstanding ideas and newer perspectives. A Companion to the Near Eastern, Greek, and Roman epic traditions Considers the interrelation between these different traditions Provides a balanced overview of longstanding ideas and newer perspectives in the study of epic Shows how scholarship over the last forty years has transformed the ways that we conceive of and understand the genre Covers recently introduced topics, such as the role of women, the history of reception, and comparison with living analogues from oral tradition The editor and contributors are leading scholars in the field Includes a detailed index of poems, poets, technical terms, and important figures and events

The Secrets of Trust is a practical way to be able to learn how to develop and gain trust with anyone anywhere in all types of situations. These tried and true principles will guide you by your hand on the tested methods of people gaining trust in you, your company and your products. Designed specifically for the coaching, consulting and expert industry you will be positioned to command high value prices for your high value services allows you to serve your mission at a higher level to more people. Learn The Secrets of Trust today and trust in your abilities to get more clients within two hours of reading this book. This delightful collection of 43 papercraft projects will put everyone in a festive mood with a wide range of decorative suggestions for the home and holiday table, including Christmas tree ornaments, packaging, and gift-giving ideas. Ideal for papercrafters at every level of experience, the book overflows with photos, templates, and instructions for an origami wreath, cut-out snowflakes, place setting accessories, and much more. Are you prepared to learn how to play Minecraft like an expert? This book Minecraft: The Ultimate Survival Handbook will guide and offer you with powerful tips on how to play Survival like the finest Minecraft players! You can have an incredible time once you know the secrets that the best players know, and this book will share all of this and more. In this book, experts will guide you by the hand and teach you everything that you want to know. You will also get step-by-step guidelines for amazing recipes and ideas. You'll be playing like a pro in no time! Contagion - even today the word conjures up fear of disease and plague and has the power to terrify. The nine essays gathered here examine what pre-modern societies thought about the spread of disease and how it could be controlled: to what extent were concepts familiar to modern epidemiology present? What does the pre-modern terminology tell us about the conceptions of those times? How did medical thought relate to religious and social beliefs? The contributors reveal the complexity of ideas on these subjects, from antiquity through to the early

modern world, from China to India, the Middle East, and Europe. Particular topics include attitudes to leprosy in the Old Testament and the medieval West, conceptions of smallpox etiology in China, witchcraft and sorcery as disease agents in ancient India, and the influence of classical Greek medical theory. An important conclusion is that non-medical perceptions are as crucial as medical ones in people's beliefs about disease and the ways in which it can be combatted. Today we may not believe in the power of demons, but the idea that illness is retribution for sin retains great power, as was shown by the popular reaction to the spread of AIDS/HIV, and this is a lesson from the past that the medical profession would do well to heed. This book presents ground-breaking advances in the domain of causal structure learning. The problem of distinguishing cause from effect ("Does altitude cause a change in atmospheric pressure, or vice versa?") is here cast as a binary classification problem, to be tackled by machine learning algorithms. Based on the results of the ChaLearn Cause-Effect Pairs Challenge, this book reveals that the joint distribution of two variables can be scrutinized by machine learning algorithms to reveal the possible existence of a "causal mechanism", in the sense that the values of one variable may have been generated from the values of the other. This book provides both tutorial material on the state-of-the-art on cause-effect pairs and exposes the reader to more advanced material, with a collection of selected papers. Supplemental material includes videos, slides, and code which can be found on the workshop website. Discovering causal relationships from observational data will become increasingly important in data science with the increasing amount of available data, as a means of detecting potential triggers in epidemiology, social sciences, economy, biology, medicine, and other sciences. This book outlines an integrative framework for business-model innovation in the paradigm of the Internet of Things. It elaborates several tools and methodologies for the quantitative, qualitative, analytical and effectual evaluation, and analyzes their applicability and efficiency for several phases of the business-model innovation process. As such, it provides guidance to managers, decision-makers and entrepreneurs on how to systematically employ the business-model concept with the aim of achieving sustainable competitive advantages. For researchers the book introduces cases and examples for successful business-model innovation and presents an integrated approach to the methods and tools applied. This collection of essays offers multifaceted explorations of animal encounters in a range of philosophical, cultural, literary, and historical contexts. *Exploring Animal Encounters* encourages us to think about the richness and complexity of animal lives and human-animal relations, foregrounding the intricate roles nonhuman creatures play in the always already more-than-human sphere of ethics and politics. In this way, the essays in this volume can be understood as a contribution to alternative imaginings of interspecies coexistence in a time in which the issue of human relations with earth and earth others has come to the fore with unprecedented force and severity.

I built myself up from nothing. A product of the foster care system, I learned early on how to fight hard to get what I want. Whether it was starting my first company in college, earning my first billion, or buying my first professional sports team, I know how to get what I want, when I want it. Until now. Willow Monahan is fierce, independent, and hot as hell. She also takes great pleasure in shutting down my advances. The younger sister of one of my star players, Willow intrigues me to my very core. And while she may have willingly given me her body, she is hesitant to offer up more. Now I'm on a mission to find out why. I've decided to approach my desire for Willow like I've approached much

of my life; with persistence, determination, and a whole lot of that Dominik Carlson alpha charm. Buying a hockey expansion team, building the Arizona Vengeance from the ground up, and bringing home a championship may prove to be an easier feat than winning Willow's heart. But I've never been a quitter. Willow Monahan... I'm coming for you. A comparative and collaborative study of the foundational principles and concepts that underpin different domestic systems of criminal law. The Oxford Handbook of Law and Anthropology is a ground-breaking collection of essays that provides an original and internationally framed conception of the historical, theoretical, and ethnographic interconnections of law and anthropology. Each of the chapters in the Handbook provides a survey of the current state of scholarly debate and an argument about the future direction of research in this dynamic and interdisciplinary field. The structure of the Handbook is animated by an overarching collective narrative about how law and anthropology have and should relate to each other as intersecting domains of inquiry that address such fundamental questions as dispute resolution, normative ordering, social organization, and legal, political, and social identity. The need for such a comprehensive project has become even more pressing as lawyers and anthropologists work together in an ever-increasing number of areas, including immigration and asylum processes, international justice forums, cultural heritage certification and monitoring, and the writing of new national constitutions, among many others. The Handbook takes critical stock of these various points of intersection in order to identify and conceptualize the most promising areas of innovation and sociolegal relevance, as well as to acknowledge the points of tension, open questions, and areas for future development. Unlike most etymology textbooks, this one presents the words studied in the context of the ideas in which the words functioned. Instead of studying endless lists of word roots, suffixes, and prefixes in isolation, the words are enlivened by their social, literary, and cultural media. Features: Chapters on Mythology, Medicine, Politics and Law, Commerce and Economics, Philosophy and Psychology, History Introduction to word building Exercises throughout Illustrations of ancient artifacts Clever cartoons on word origins Glossary of English words and phrases. This open access book addresses the practical challenges that Industry 4.0 presents for SMEs. While large companies are already responding to the changes resulting from the fourth industrial revolution, small businesses are in danger of falling behind due to the lack of examples, best practices and established methods and tools. Following on from the publication of the previous book 'Industry 4.0 for SMEs: Challenges, Opportunities and Requirements', the authors offer in this new book innovative results from research on smart manufacturing, smart logistics and managerial models for SMEs. Based on a large scale EU-funded research project involving seven academic institutions from three continents and a network of over fifty small and medium sized enterprises, the book reveals the methods and tools required to support the successful implementation of Industry 4.0 along with practical examples. This book is a guide for managers, Scrum Masters and agile coaches who are interested in agile organizational methods and who are planning to introduce Scrum at their own company. Scrum is not only a product development framework but can also be used to structure activities for agile and lean organizational development. Divided into five major parts, the book first introduces and defines the Scrum Culture. It explains its relevance, highlights a number of pain points typical for first encounters with Scrum, and embeds it in an introduction to organizational change. This is complemented with many real-life examples that help to apply the concepts to readers' own specific

contexts. The second part describes the principles of introducing Scrum in detail, while the third part embarks on the practical application of these principles, drawing on a wealth of experience gathered in many successful introduction projects. Part four focuses on a detailed case study of a Scrum transformation before part five provides, in closing, a number of appendices offering extensive information on Scrum and its principles. Provides an up-to-date analysis of big data and multi-agent systems The term Big Data refers to the cases, where data sets are too large or too complex for traditional data-processing software. With the spread of new concepts such as Edge Computing or the Internet of Things, production, processing and consumption of this data becomes more and more distributed. As a result, applications increasingly require multiple agents that can work together. A multi-agent system (MAS) is a self-organized computer system that comprises multiple intelligent agents interacting to solve problems that are beyond the capacities of individual agents. Modern Big Data Architectures examines modern concepts and architecture for Big Data processing and analytics. This unique, up-to-date volume provides joint analysis of big data and multi-agent systems, with emphasis on distributed, intelligent processing of very large data sets. Each chapter contains practical examples and detailed solutions suitable for a wide variety of applications. The author, an internationally-recognized expert in Big Data and distributed Artificial Intelligence, demonstrates how base concepts such as agent, actor, and micro-service have reached a point of convergence—enabling next generation systems to be built by incorporating the best aspects of the field. This book: Illustrates how data sets are produced and how they can be utilized in various areas of industry and science Explains how to apply common computational models and state-of-the-art architectures to process Big Data tasks Discusses current and emerging Big Data applications of Artificial Intelligence Modern Big Data Architectures: A Multi-Agent Systems Perspective is a timely and important resource for data science professionals and students involved in Big Data analytics, and machine and artificial learning. A concise and self-contained introduction to causal inference, increasingly important in data science and machine learning. The mathematization of causality is a relatively recent development, and has become increasingly important in data science and machine learning. This book offers a self-contained and concise introduction to causal models and how to learn them from data. After explaining the need for causal models and discussing some of the principles underlying causal inference, the book teaches readers how to use causal models: how to compute intervention distributions, how to infer causal models from observational and interventional data, and how causal ideas could be exploited for classical machine learning problems. All of these topics are discussed first in terms of two variables and then in the more general multivariate case. The bivariate case turns out to be a particularly hard problem for causal learning because there are no conditional independences as used by classical methods for solving multivariate cases. The authors consider analyzing statistical asymmetries between cause and effect to be highly instructive, and they report on their decade of intensive research into this problem. The book is accessible to readers with a background in machine learning or statistics, and can be used in graduate courses or as a reference for researchers. The text includes code snippets that can be copied and pasted, exercises, and an appendix with a summary of the most important technical concepts. IT WASN'T GERMAN ENGINEERING ONLY THAT MADE THE VOLKSWAGEN BEETLE AN ICON. IT WAS A MANHATTAN ADVERTISING AGENCY,

TOO. Created in 1959 by Doyle Dane Bernbach and continued through the '60s and early '70s, the campaign for the Volkswagen Beetle is considered the best of all time. More than just promoting a car, it promoted a new kind of advertising: simple, charming, intelligent and, most of all, honest. In "Ugly Is Only Skin-Deep," Dominik Imseng retraces the creation of Doyle Dane Bernbach, sneered at by the big players on Madison Avenue because of the "ethnic" background of its founders and employees, who were mostly Jewish. Readers will then learn how the agency won the Volkswagen account and how an unlikely creative team set the tone for the most admired campaign in advertising history. Finally, the book examines the evolution of the Volkswagen campaign and how it managed to convince more and more Americans that smaller was better. In fact, the Volkswagen campaign didn't only fundamentally change the ethos of advertising, it also helped trigger the cultural revolution of the 1960s. This book argues that "organizing" is a broader term than managing, as it entails understanding how people and machines interact with each other; how resources, data, goods are exchanged in complex and intertwined value chains; and how lines of action and activities can be articulated using flexible protocols and often ad-hoc processes in situated practices of use and production. The book presents a collection of research papers shedding new light on these phenomena and related practices from both academic and professional perspectives. Given the plurality of views that it offers, the book makes a relevant contribution to the understanding and appreciation of the complexity of the digital world at various levels of granularity. It focuses on how individuals, communities and the cooperative societies of our new, global and hyperconnected world produce value and pursue their objectives and ideals in mutually dependent ways. The content of the book is based on a selection of the best papers - original double-blind peer-reviewed contributions - presented at the annual conference of the Italian chapter of the AIS, which was held in Milan, Italy in October 2017. Italy is a country of recent decline and long-standing idiosyncratic traits. A rich society served by an advanced manufacturing economy, where the rule of law is weak and political accountability low, it has long been in downward spiral alimented by corruption and clientelism. From this spiral has emerged an equilibrium as consistent as it is inefficient, that raises serious obstacles to economic and democratic development. The Political Economy of Italy's Decline explains the causes of Italy's downward trajectory, and explains how the country can shift to a fairer and more efficient system. Analysing both political economic literature and the history of Italy from 1861 onwards, The Political Economy of Italy's Decline argues that the deeper roots of the decline lie in the political economy of growth. It places emphasis on the country's convergence to the productivity frontier and the evolution of its social order and institutions to illuminate the origins and evolution of the current constraints to growth, using institutional economics and Schumpeterian growth theory to support its findings. It analyses two alternative reactions to the insufficient provision of public goods: an opportunistic one – employing tax evasion, corruption, or clientelism as means to appropriate private goods — and one based on enforcing political accountability. From the perspective of ordinary citizens and firms such social dilemmas can typically be modelled as coordination games, which have multiple equilibria. Self-interested rationality can thus lead to a spiral, in which several mutually reinforcing vicious circles lead society onto an inefficient equilibrium characterized by low political accountability and weak rule of law. The Political Economy of Italy's Decline follows the gradual setting in of this spiral as it identifies the deeper

causes of Italy's decline. The politics, literature and culture of ancient Rome during the Flavian principate (69-96 ce) have recently been the subject of intense investigation. In this volume of new, specially commissioned studies, twenty-five scholars from five countries have combined to produce a critical survey of the period, which underscores and re-evaluates its foundational importance. Unlike most etymology textbooks, this one presents the words studied in the context of the ideas in which the words functioned. Instead of studying endless lists of word roots, suffixes, and prefixes in isolation, the words are enlivened by their social, literary, and cultural media. Features: Chapters on Mythology, Medicine, Politics and Law, Commerce and Economics, Philosophy and Psychology, History Introduction to word building Exercises throughout Illustrations of ancient artifacts Clever cartoons on word origins Glossary of English words and phrases. Discover the magic of simplicity in this international bestseller, available for the first time in English. Dominique Loreau is the master in the art of de-cluttering and simplifying. Now her groundbreaking *L'art de la Simplicité*, a huge bestseller in her native France, is translated into English for the first time. Loreau's principle of "less is more" is set to change your life forever. Living in Japan and inspired by Asian philosophy, Loreau takes you on a step-by-step journey to a clutter-free home, a calm mind and an energized body. Free yourself of possessions you don't want or need; have more money to spend on life's little luxuries; eat better and lose weight; and say goodbye to anxiety and negative relationships. Give yourself the gift of health and happiness; to live fully and freely is to live with *L'art de la Simplicité*. This Answer Key contains all the answers to the Exercises, Word Study, and For Consideration questions in the popular etymology in context textbook, *Words & Ideas*. The Answer Key is intended to assist teachers and to augment students' understanding by suggesting a variety of possible answers. Perfect for teachers engaged in long-distance or web-based learning, and for those who are schooling children at home. Geometric models similar to those of Pythagoras and Einstein are now being applied to the conceptual space of information and meaning, for example in the arrangement of Internet documents. This text explores the computational techniques necessary to represent meaning and their basis in conceptual space. This book presents the proceedings of the NeuroIS Retreat 2018, June 19-21, Vienna, Austria, reporting on topics at the intersection of Information Systems (IS) research, neurophysiology and the brain sciences. Readers will discover the latest findings from top scholars in the field of NeuroIS, which offer detailed insights on the neurobiology underlying IS behavior, essential methods and tools and their applications for IS, as well as the application of neuroscience and neurophysiological theories to advance IS theory. An epic fantasy adventure set in the beloved world of the Demon Cycle, following a new generation of heroes, from New York Times bestselling author Peter V. Brett "Heart-wrenching, smart, and modern . . . The Desert Prince has set a new standard for fantasy."—Wesley Chu, #1 New York Times bestselling author of *The War Arts Saga* Fifteen years have passed since the end of the war with demons, creatures of darkness who have hunted the night and plagued humanity since time out of mind. The heroes of humanity's hour of need have become legend, and those who remain struggle to escape their shadows. Olive Paper and Darin Bales have grown up in this new peaceful world. Demons have been all but destroyed, but dangers still lurk for the children of heroes. Olive, princess of Hollow, has her entire life planned out by her mother, Duchess Leesha Paper: a steady march on a checklist to prepare her for succession. The more her mother writes the

script, the more Olive rails against playing the parts she is assigned. Darin faces challenges of a different kind. Though free to choose his own path, the weight of legacy hangs heavy around his shoulders. It isn't easy being the son of the man people say saved the world. Everyone expects greatness from Darin, but the only thing he's ever been great at is hiding. When Olive and Darin step across the wards one night, they learn the demons are not all gone, and those that remain hunger for revenge. Events are set in motion that only prophecy can foresee as Olive and Darin seek to find their own places in the world in time to save it again. Pushing back against the contemporary myth that freedom from oppression is freedom of choice, Frank Ruda resuscitates a fundamental lesson from the history of philosophical rationalism: a proper concept of freedom can arise only from a defense of absolute necessity, utter determinism, and predestination. Abolishing Freedom demonstrates how the greatest philosophers of the rationalist tradition and even their theological predecessors--Luther, Descartes, Kant, Hegel, Freud--defended not only freedom but also predestination and divine providence. By systematically investigating this mostly overlooked and seemingly paradoxical fact, Ruda demonstrates how real freedom conceptually presupposes the assumption that the worst has always already happened; in short, fatalism. In this brisk and witty interrogation of freedom, Ruda argues that only rationalist fatalism can cure the contemporary sickness whose paradoxical name today is freedom.

Programmatic advertising is the most exciting thing that happened in marketing in a long time- perhaps since the advent of mass advertising itself. This book offers the first comprehensive introduction to the world of programmatic advertising. If you are new to this revolutionary technology, it will help you get quickly up to speed. The book is intentionally relatively short and dense, so it can be read over a weekend - and then kept on your desk for reference. Here's a quick overview: Chapter one outlines the basic technologies enabling programmatic advertising - such as cookies, pixels, banner ads, or ad exchanges. Chapter two introduces the programmatic ecosystem and its various players, including publishers, advertisers, SSPs, DSPs, DMPs, agency trading desks, and the most important industry bodies. Chapter three is dedicated to programmatic ad trading, with special attention given to the real-time bidding (RTB) auction, role of the Deal ID, and publisher prioritization including header bidding. Chapter four is all about data and ad targeting. Retargeting and various prospecting tactics are covered, including contextual targeting, behavioral targeting, and look-a-like modeling. Chapter five expands the scope of this book into mobile. Mobile cookies, cross-device identification solutions, or location data are covered here. Chapter six offers an overview of the current issues discussed across the digital ad industry - including fraud, viewability, attribution, ad blocking, or privacy. Chapter seven is about new formats available programmatically, such as rich media, video, or native. It also covers new programmatic channels including TV, audio or print."

A Companion to Roman Rhetoric introduces the reader to the wide-ranging importance of rhetoric in Roman culture. A guide to Roman rhetoric from its origins to the Renaissance and beyond Comprises 32 original essays by leading international scholars Explores major figures Cicero and Quintilian in-depth Covers a broad range of topics such as rhetoric and politics, gender, status, self-identity, education, and literature Provides suggestions for further reading at the end of each chapter Includes a glossary of technical terms and an index of proper names and rhetorical concepts

1980: the beginning of the Polish Crisis. Brought up in a small village, country-girl Ania arrives in the university city of Wroclaw to pursue her

career as a sculptor. Here she falls in love with Dominik, an enigmatic writer at the centre of a group of bohemians and avant-garde artists who throw wild parties. When martial law is declared, their lives change overnight: military tanks appear on the street, curfews are introduced and the artists are driven underground. Together, Ania and Dominik fight back, pushing against the boundaries imposed by the authoritarian communist government. But at what cost? Coding is awesome. So is being outside. With location-based iOS apps, you can combine the two for an enhanced outdoor experience. Use Swift to create your own apps that use GPS data, read sensor data from your iPhone, draw on maps, automate with geofences, and store augmented reality world maps. You'll have a great time without even noticing that you're learning. And even better, each of the projects is designed to be extended and eventually submitted to the App Store. Explore, share, and have fun. Location-based apps are everywhere. From mapping our jogging path to pointing us to the nearest collectible creature in a location-based game, these apps offer useful and interesting features and information related to where you are. Using real-world maps and places as the environment, they add an extra layer of adventure to exploring the outdoors. If you've ever wanted to make your own location-based apps and games, you can learn how with four simple, Swift-based projects that are easy to code and fun to use. Build four stunning apps that sense the iPhone's surroundings. Use Core Location and MapKit to draw GPS data on maps and share the results to social media. Use the sensor data from the iPhone and draw acceleration graphs using Core Graphics while on a playground swing. Build an app that measures the time you spend outside using geofences. Combine Core Location and ARKit to build an augmented reality scavenger hunt app that you can use and play with other people. Have great time building creative apps you cannot wait to try out.

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