Writers Journey: Mythic Structure for Writers, 3rd Edition

The Writer's Journey explores the powerful relationship between mythology and storytelling in a clear, concise style that's made it required reading for movie executives, screenwriters, playwrights, scholars, and fans of pop culture all over the world. The updated and revised third edition provides new insights and observations from Vogler's ongoing work on mythology's influence on stories, movies, and man himself.


Piesakies uz lasīšanu pa e-pastu: info@kopnica.lv
Outdoor Leadership: Technique, Common Sense & Self-Confidence

For all endeavors and vocations. Advice, anecdotes, and sidebars by noted outdoor leaders.

http://www.amazon.com/Outdoor-Leadership-Technique-Common-Confidence/dp/0898865026

Pfeiffer Handbook of Structured Experiences: Learning Activities for Personal Development

*Learning Activities for Personal Development* includes more than one hundred learning designs that target personal and professional growth and development. The experiences are organized according to the level of participant involvement, beginning with relatively low-risk activities, and progressing to highly involving exercises. With the emphasis on individual development, there is no requirement that learners work together on the same team or for the same organization. Consequently, these designs are as much at home in the consultant’s toolkit as they are on the shelf of the in-house training professional. A must-have resource for corporate trainers and consultants, *Learning Activities for Personal Development*

Includes more than 100 ready-to-use training designs with clearly-stated outcomes.

Offers robust and proven instructional-design principles to help create structured experiences.

Includes a special section with targeted exercises that promote facilitator growth and development.


Piesakies uz lasīšanu pa e-pastu: info@kopnica.lv
In the Fifth Edition of his best-selling text, Forsyth combines an emphasis on research, empirical studies supporting theoretical understanding of groups, and case studies to illustrate the application of concepts to actual groups, thus providing students with the most comprehensive treatment of groups available. Forsyth builds each chapter around a real-life case and draws on examples from a range of disciplines including psychology, law, education, sociology, and political science. Because he tightly weaves concepts and familiar ideas together, the text takes students beyond simple exposure to basic principles and research findings to a deeper understanding of each topic.

http://www.amazon.com/Group-Dynamics-Donelson-R-Forsyth/dp/0495599522
Leadership the Outward Bound Way: Becoming a Better Leader in the Workplace, in the Wilderness, and in Your Community

Dynamic and effective leadership skills—from the organization that has spent decades helping people discover their own potential to lead. Teaches the basic principles that Outward Bound uses to nurture leadership in thousands of program participants in the United States each year. "Leadership the Outward Bound Way" shows how those same principles apply in everyday contexts, from a backpacking trip through the mountains to a strategy meeting in the boardroom. Outward Bound has been teaching leadership internationally for more than sixty years. In the United States alone, some 700,000 people have learned life-changing, transferable leadership skills and strategies through Outward Bound experiences. You don't need to summit a mountain to learn these invaluable skills. Now anyone can benefit from Outward Bound USA's collective wisdom and experience, as articulated by its top leadership experts. Leadership the Outward Bound Way introduces readers to the fundamentals of good leadership: communicating effectively, building trust, building teams, overcoming fear, taking risks, and making decisions. The book explores how these leadership basics can be applied in different areas of life—in outdoor travel and recreation, in the office or the boardroom, and in community work or volunteerism.

The text is punctuated by accounts of real-life events during Outward Bound programs, call-outs of key points and helpful tips and case-study exercises. This leadership approach is based on a teaching method developed at the Harvard Business School that challenges and informs readers about how to respond to real-life leadership situations.


Piesakies uz lasīšanu pa e-pastu: info@kopnica.lv
Game Theory and the Humanities: Bridging Two Worlds

Game theory models are ubiquitous in economics, common in political science, and increasingly used in psychology and sociology; in evolutionary biology, they offer compelling explanations for competition in nature. But game theory has been only sporadically applied to the humanities; indeed, we almost never associate mathematical calculations of strategic choice with the worlds of literature, history, and philosophy. And yet, as Steven Brams shows, game theory can illuminate the rational choices made by characters in texts ranging from the Bible to Joseph Heller's *Catch-22* and can explicate strategic questions in law, history, and philosophy. Much of Brams's analysis is based on the theory of moves (TOM), which is grounded in game theory, and which he develops gradually and applies systematically throughout. TOM illuminates the dynamics of player choices, including their misperceptions, deceptions, and uses of different kinds of power.

Brams examines such topics as the outcome and payoff matrix of Pascal's wager on the existence of God; the strategic games played by presidents and Supreme Court justices; and how information was slowly uncovered in the game played by Hamlet and Claudius. The reader gains not just new insights into the actions of certain literary and historical characters but also a larger strategic perspective on the choices that make us human.

Structure of Magic, Vol. 1: A Book About Language and Therapy

These seminal works in neurolinguistic programming (NLP) help therapists understand how people create inner models of the world to represent their experience and guide their behavior. Volume I describes the Meta Model, a framework for comprehending the structure of language; Volume II applies NLP theory to nonverbal communication.

The Structure of Magic II: A Book About Communication and Change

These seminal works in neurolinguistic programming (NLP) help therapists understand how people create inner models of the world to represent their experience and guide their behavior. Volume I describes the Meta Model, a framework for comprehending the structure of language; Volume II applies NLP theory to nonverbal communication.

Rules of Sociological Method


Piesakies uz lasīšanu pa e-pastu: info@kopnica.lv
Radically Transparent: Monitoring and Managing Reputations Online

The explosion of social media blogs, social networking sites, and video sharing sites has ushered in a new era of digital transparency that puts the power to enhance or destroy a reputation in the hands of the consumer. This timely and practical book shows you how to harness the power of social media with crucial, proven tactics and strategies for every phase of online reputation management. Using step-by-step instruction and tested techniques, the expert authors unveil a detailed blueprint for building, managing, monitoring, and repairing your reputation.

Here Comes Everybody: The Power of Organizing Without Organizations

A revelatory examination of how the wildfirelike spread of new forms of social interaction enabled by technology is changing the way humans form groups and exist within them, with profound long-term economic and social effects-for good and for ill.

A handful of kite hobbyists scattered around the world find each other online and collaborate on the most radical improvement in kite design in decades. A midwestern professor of Middle Eastern history starts a blog after 9/11 that becomes essential reading for journalists covering the Iraq war. Activists use the Internet and e-mail to bring offensive comments made by Trent Lott and Don Imus to a wide public and hound them from their positions. A few people find that a world-class online encyclopedia created entirely by volunteers and open for editing by anyone, a wiki, is not an impractical idea. Jihadi groups trade inspiration and instruction and showcase terrorist atrocities to the world, entirely online. A wide group of unrelated people swarms to a Web site about the theft of a cell phone and ultimately goads the New York City police to take action, leading to the culprit’s arrest.

With accelerating velocity, our age’s new technologies of social networking are evolving, and evolving us, into new groups doing new things in new ways, and old and new groups alike doing the old things better and more easily. You don’t have to have a MySpace page to know that the times they are a changin’. Hierarchical structures that exist to manage the work of groups are seeing their raisons d’être swiftly eroded by the rising technological tide. Business models are being destroyed, transformed, born at dizzying speeds, and the larger social impact is profound.

One of the culture’s wisest observers of the transformational power of the new forms of tech-enabled social interaction is Clay Shirky, and Here Comes Everybody is his marvelous reckoning with the ramifications of all this on what we do and who we are. Like Lawrence Lessig on the effect of new technology on regimes of cultural creation, Shirky’s assessment of the impact of new technology on the nature and use of groups is marvelously broad minded, lucid, and penetrating; it integrates the views of a number of other thinkers across a broad range of disciplines with his own pioneering work to provide a holistic framework for understanding the opportunities and the threats to the existing order that these new, spontaneous networks of social interaction represent. Wikinomics, yes, but also wikigovernment, wikiculture, wikievery imaginable interest group, including the far from savory. A revolution in social organization has commenced, and Clay Shirky is its brilliant chronicler.
Empires of the Word: A Language History of the World

Nicholas Ostler's *Empires of the Word* is the first history of the world's great tongues, gloriously celebrating the wonder of words that binds communities together and makes possible both the living of a common history and the telling of it. From the uncanny resilience of Chinese through twenty centuries of invasions to the engaging self-regard of Greek and to the struggles that gave birth to the languages of modern Europe, these epic achievements and more are brilliantly explored, as are the fascinating failures of once "universal" languages. A splendid, authoritative, and remarkable work, it demonstrates how the language history of the world eloquently reveals the real character of our planet's diverse peoples and prepares us for a linguistic future full of surprises.


Piesakies uz lasīšanu pa e-pastu: info@kopnica.lv
Tyranny of the Moment: Fast and Slow
Time in the Information Age

The turn of the millennium is characterized by exponential growth in everything related to communication – from the internet and email to air traffic. Tyranny of the Moment deals with some of the most perplexing paradoxes of this new information age. Who would have expected that apparently time-saving technology results in time being scarcer than ever? And has this seemingly limitless access to information led to confusion rather than enlightenment? Eriksen argues that slow time – private periods where we are able to think and correspond without interruption – is now one of the most precious resources we have. Since we are theoretically 'online' 24 hours a day, we must fight for the right to be unavailable – the right to live and think more slowly. It is not only that working hours have become longer – Eriksen also shows how the logic of this new information technology has permeated every area of our lives. Exploring phenomena such as the internet, wap telephones, multi-channel television and email, Eriksen examines this non-linear and fragmented way of communicating to reveal how it affects working conditions in the economy, changes in family life and, ultimately, personal identity. Eriksen argues that a culture lacking a sense of its past, and therefore of its future, is effectively static. Although solutions are suggested, he demonstrates that there is no easy way out.


Piesakies uz lasīšanu pa e-pastu: info@kopnica.lv
Information Architecture for the World Wide Web: Designing Large-Scale Web Sites

Today's web sites have moved far beyond "brochureware." They are larger and more complex, have great strategic value to their sponsors, and their users are busier and less forgiving. Designers, information architects, and web site managers are required to juggle vast amounts of information, frequent changes, new technologies, and sometimes even multiple objectives, making some web sites look like a fast-growing but poorly planned city—roads everywhere, but impossible to navigate. Well-planned information architecture has never been as essential as it is now.

Information Architecture for the World Wide Web, 2nd Edition, shows you how to blend aesthetics and mechanics for distinctive, cohesive web sites that work. Most books on web development concentrate on either the graphics or the technical issues of a site. This book focuses on the framework that holds the two together.

This edition contains more than 75% new material. You'll find updated chapters on organization, labeling, navigation, and searching; and a new chapter on thesauri, controlled vocabularies and metadata will help you understand the interconnectedness of these systems. The authors have expanded the methodology chapters to include a more interdisciplinary collection of tools and techniques. They've also complemented the top-down strategies of the first edition with bottom-up approaches that enable distributed, emergent solutions.

A whole new section addresses the opportunities and challenges of practicing information architecture, while another section discusses how that work impacts and is influenced by the broader organizational context. New case studies provide models for creating enterprise intranet portals and online communities. Finally, you'll find pointers to a wealth of essential information architecture resources, many of which did not exist a few years ago.

By applying the principles outlined in this completely updated classic, you'll build web sites and intranets that are easier to navigate and appealing to your users, as well as scalable and simple to maintain. Information Architecture for the World Wide Web, 2nd Edition is a treasure trove of ideas and practical advice for anyone involved in building or maintaining a large, complex web site or intranet.


Piesakies uz lasīšanu pa e-pastu: info@kopnica.lv
Public Management: Old and New

Offering much more than a purely theoretical or retrospective view of public management, this exciting text is an invaluable new addition to the field of public management. Putting the American model in perspective, it establishes the historical, theoretical, analytical, practical and future foundations for the comparative study of public management.

Taking a boldly integrative approach, Laurence E. Lynn Jr. combines topics of best practice, performance, accountability and rule of law to provide a much-needed umbrella view of the topic.

Well-written and illustrated with case study examples, this is one of the most exciting books on public management available today. As such it is an essential read for every student of public management, administration and public policy.

Public Management Reform: A Comparative Analysis

Since its publication in 2000, Public Management Reform has established itself as the standard text in the field, presenting a comparative analysis of recent changes in Public Management and Public Administration in a range of countries in Europe, North America and Australasia. This completely rewritten second edition radically expands, develops and updates the original.

Two countries have been added to the comparison (making twelve countries in all) and a much fuller treatment has been provided of the European Commission (including a commentary on the recent reforms led by Vice-President Kinnock). Empirical data has been brought up to date, so as to cover many key developments of the last few years. The theoretical framework of the book has been further developed, including a challenging new interpretation of the trends in continental Europe, which are seen here as markedly different from the Anglo-American style 'New Public Management'.

This second edition provides an unparalleled synthesis of developments in Australia, Belgium, Canada, Finland, France, Germany, Italy, the Netherlands, New Zealand, Sweden, the UK, the USA and the European Commission. It is organized in an integrated format, within an overall theoretical framework that identifies the main pressures for and trajectories of, change. It includes a multi-dimensional analysis of the results of reform, and a chapter reflecting on the dynamic relationship between management reform and politics. Extensive appendices provide an in valuable information resource for students.

http://www.amazon.com/Public-Management-Reform-Comparative-Analysis/dp/0199268495

Piesakies uz lasīšanu pa e-pastu: info@kopnica.lv
Field Notes on Democracy: Listening to Grasshoppers

"Gorgeously wrought...pitch-perfect prose...In language of terrible beauty, she takes India’s everyday tragedies and reminds us to be outraged all over again." — *Time Magazine*

Combining fierce conviction, deft political analysis, and beautiful writing, this is the essential new book from Arundhati Roy.

This series of essays examines the dark side of democracy in contemporary India. It looks closely at how religious majoritarianism, cultural nationalism, and neo-fascism simmer just under the surface of a country that projects itself as the world’s largest democracy.

Roy writes about how the combination of Hindu Nationalism and India’s neo-liberal economic reforms, which began their journey together in the early 1990s, are now turning India into a police state.

She describes the systematic marginalization of religious and ethnic minorities, the rise of terrorism, and the massive scale of displacement and dispossession of the poor by predatory corporations. She also offers a brilliant account of the August 2008 uprising of the people of Kashmir against India’s military occupation and an analysis of the November 2008 attacks on Mumbai.

*Field Notes on Democracy* tracks the fault-lines that threaten to destroy India’s precarious democracy and send shockwaves through the region and beyond.

**Praise for Field Notes on Democracy:**

"In her searing account of the actual practice of the world’s largest democracy, Arundhati Roy calls for ‘factual precision’ alongside of the ‘real precision of poetry.’ Remarkably, she combines those achievements to a degree that few can hope to approach. Roy shows in painful detail how the beneficiaries of the highly admired 10 percent growth rate are enjoying a 'new secessionism,' leaving the great majority languishing in poverty and despair, with malnutrition reaching the same levels as sub-Saharan Africa. As surveillance and state terror extend, all under the guise of flourishing democracy, India is becoming 'a nation waiting to be accused,' a nation where a confession extracted under torture can lead to the brink of nuclear war, and where 'fascism's firm footprint has appeared' in ways reminiscent of the early years of Nazism. Most chilling of all is that much of the grim portrait is all too familiar in the West. Roy asks whether our shrunken forms of democracy will be ‘the endgame of the human race’—and shows vividly why this is a prospect not to be lightly dismissed." — Noam Chomsky

"After so much celebratory salesmanship about India the 'emerging market,' Roy draws us into India the actual country, peeling away the gloss until we are confronted with perhaps the most challenging question of our time: who and what are we willing to sacrifice in the name of development? Roy is one of the most confident and original thinkers of our time."

— Naomi Klein

http://www.amazon.com/Field-Notes-Democracy-Listening-Grasshoppers/dp/B0078XPYY4

Piesakies uz lasīšanu pa e-pastu: info@kopnica.lv
Born Digital: Understanding the First Generation of Digital Natives HB

The first generation of “Digital Natives”—children who were born into and raised in the digital world—are coming of age, and soon our world will be reshaped in their image. Our economy, our politics, our culture, and even the shape of our family life will be forever transformed. But who are these Digital Natives? And what is the world they’re creating going to look like?

In Born Digital, leading Internet and technology experts John Palfrey and Urs Gasser offer a sociological portrait of these young people, who can seem, even to those merely a generation older, both extraordinarily sophisticated and strangely narrow. Exploring a broad range of issues, from the highly philosophical to the purely practical, Born Digital will be essential reading for parents, teachers, and the myriad of confused adults who want to understand the digital present—and shape the digital future.


Piesakies uz lasīšanu pa e-pastu: info@kopnica.lv
In his landmark bestseller The Tipping Point, Malcolm Gladwell redefined how we understand the world around us. Now, in Blink, he revolutionizes the way we understand the world within. Blink is a book about how we think without thinking, about choices that seem to be made in an instant—in the blink of an eye—that actually aren’t as simple as they seem. Why are some people brilliant decision makers, while others are consistently inept? Why do some people follow their instincts and win, while others end up stumbling into error? How do our brains really work—in the office, in the classroom, in the kitchen, and in the bedroom? And why are the best decisions often those that are impossible to explain to others? In Blink we meet the psychologist who has learned to predict whether a marriage will last, based on a few minutes of observing a couple; the tennis coach who knows when a player will double-fault before the racket even makes contact with the ball; the antiquities experts who recognize a fake at a glance. Here, too, are great failures of "blink": the election of Warren Harding; "New Coke"; and the shooting of Amadou Diallo by police. Blink reveals that great decision makers aren’t those who process the most information or spend the most time deliberating, but those who have perfected the art of "thin-slicing"—filtering the very few factors that matter from an overwhelming number of variables.

http://www.amazon.com/Blink-Malcolm-Gladwell/dp/0316057908/ref=sr_1_1?ie=UTF8&qid=1355749034&sr=1-1&keywords=9780316057905

Piesakies uz lasīšanu pa e-pastu: info@kopnica.lv
Who Moved My Cheese?: An Amazing Way to Deal with Change in Your Work and in Your Life

With *Who Moved My Cheese?* Dr. Spencer Johnson realizes the need for finding the language and tools to deal with change--an issue that makes all of us nervous and uncomfortable.
Most people are fearful of change because they don't believe they have any control over how or when it happens to them. Since change happens either to the individual or by the individual, Spencer Johnson shows us that what matters most is the attitude we have about change.
When the Y2K panic gripped the corporate realm before the new millenium, most work environments finally recognized the urgent need to get their computers and other business systems up to speed and able to deal with unprecedented change. And businesses realized that this was not enough: they needed to help people get ready, too.
Spencer Johnson has created his new book to do just that. The coauthor of the multimillion bestseller *The One Minute Manager* has written a deceptively simple story with a dramatically important message that can radically alter the way we cope with change. *Who Moved My Cheese?* allows for common themes to become topics for discussion and individual interpretation.
*Who Moved My Cheese?* takes the fear and anxiety out of managing the future and shows people a simple way to successfully deal with the changing times, providing them with a method for moving ahead with their work and lives safely and effectively.

http://www.amazon.com/Who-Moved-My-Cheese-Amazing/dp/0399144463/ref=sr_1_1?sr=1-1&ie=UTF8&qid=1355749213&keywords=9780399144462

Piesakies uz lasīšanu pa e-pastu: info@kopnica.lv
Tipping Point: How Little Things Can Make a Big Difference

The tipping point is that magic moment when an idea, trend, or social behavior crosses a threshold, tips, and spreads like wildfire. Just as a single sick person can start an epidemic of the flu, so too can a small but precisely targeted push cause a fashion trend, the popularity of a new product, or a drop in the crime rate. This widely acclaimed bestseller, in which Malcolm Gladwell explores and brilliantly illuminates the tipping point phenomenon, is already changing the way people throughout the world think about selling products and disseminating ideas.


Piesakies uz lasīšanu pa e-pastu: info@kopnica.lv
Fifth Discipline

This revised edition of Peter Senge’s bestselling classic, *The Fifth Discipline*, is based on fifteen years of experience in putting the book’s ideas into practice. As Senge makes clear, in the long run the only sustainable competitive advantage is your organization’s ability to learn faster than the competition. The leadership stories in the book demonstrate the many ways that the core ideas in *The Fifth Discipline*, many of which seemed radical when first published in 1990, have become deeply integrated into people’s ways of seeing the world and their managerial practices.

In *The Fifth Discipline*, Senge describes how companies can rid themselves of the learning “disabilities” that threaten their productivity and success by adopting the strategies of learning organizations—ones in which new and expansive patterns of thinking are nurtured, collective aspiration is set free, and people are continually learning how to create results they truly desire.

The updated and revised Currency edition of this business classic contains over one hundred pages of new material based on interviews with dozens of practitioners at companies like BP, Unilever, Intel, Ford, HP, Saudi Aramco, and organizations like Roca, Oxfam, and The World Bank. It features a new Foreword about the success Peter Senge has achieved with learning organizations since the book’s inception, as well as new chapters on Impetus (getting started), Strategies, Leaders’ New Work, Systems Citizens, and Frontiers for the Future.

Mastering the disciplines Senge outlines in the book will:

- Reignite the spark of genuine learning driven by people focused on what truly matters to them
- Bridge teamwork into macro-creativity
- Free you of confining assumptions and mindsets
- Teach you to see the forest and the trees
- End the struggle between work and personal time


Piesakies uz lasīšanu pa e-pastu: info@kopnica.lv
Limits to Growth: The 30-Year Update

In 1972, three scientists from MIT created a computer model that analyzed global resource consumption and production. Their results shocked the world and created stirring conversation about global 'overshoot,' or resource use beyond the carrying capacity of the planet. Now, preeminent environmental scientists Donella Meadows, Jorgen Randers, and Dennis Meadows have teamed up again to update and expand their original findings in *The Limits to Growth: The 30 Year Global Update*.

Meadows, Randers, and Meadows are international environmental leaders recognized for their groundbreaking research into early signs of wear on the planet. Citing climate change as the most tangible example of our current overshoot, the scientists now provide us with an updated scenario and a plan to reduce our needs to meet the carrying capacity of the planet.

Over the past three decades, population growth and global warming have forged on with a striking semblance to the scenarios laid out by the World3 computer model in the original *Limits to Growth*. While Meadows, Randers, and Meadows do not make a practice of predicting future environmental degradation, they offer an analysis of present and future trends in resource use, and assess a variety of possible outcomes.

In many ways, the message contained in *Limits to Growth: The 30-Year Update* is a warning. Overshoot cannot be sustained without collapse. But, as the authors are careful to point out, there is reason to believe that humanity can still reverse some of its damage to Earth if it takes appropriate measures to reduce inefficiency and waste.

Written in refreshingly accessible prose, *Limits to Growth: The 30-Year Update* is a long anticipated revival of some of the original voices in the growing chorus of sustainability. *Limits to Growth: The 30 Year Update* is a work of stunning intelligence that will expose for humanity the hazy but critical line between human growth and human development.

http://www.amazon.com/Limits-Growth-The-30-Year-Update/dp/193149858X

Piesakies uz lasīšanu pa e-pastu: info@kopnica.lv
Finding Our Way: Leadership for an Uncertain Time

Though management expert Margaret J. Wheatley works with a broad variety of clients, from Fortune 100 CEOs to ministers, she points out that they all struggle to maintain integrity, humanity, and effectiveness in a relentlessly fast-paced, technology-driven world. Credited with establishing a fundamentally new approach to leadership based on living systems theory, or, as she puts it, "how Life organizes", Wheatley shares her first-ever compendium of essays about her real-world experiences helping clients introduce more authentic, life-affirming practices into their organizations. Essays cover a wide scope of topics including leadership strategies, raising children in turbulent times, and the role of communities in the lives of organizations. "Finding Our Way" is filled with practical advice on applying the ideas in Wheatley's groundbreaking books and has particular relevance for managers and leaders who are trying to run their organizations in more progressive, egalitarian, and effective ways.


Piesakies uz lasīšanu pa e-pastu: info@kopnica.lv
Appreciative Inquiry: A Positive Revolution in Change

Written by the originators and leaders of the Appreciative Inquiry (AI) movement itself, this short, practical guide offers an approach to organizational change based on the possibility of a more desirable future, experience with the whole system, and activities that signal "something different is happening this time." That difference systematically taps the potential of human beings to make themselves, their organizations, and their communities more adaptive and more effective. AI, a theory of collaborative change, erases the winner/loser paradigm in favor of coordinated actions and closer relationships that lead to solutions at once simpler and more effective.


Piesakies uz lasīšanu pa e-pastu: info@kopnica.lv
Master and His Emissary: The Divided Brain and the Making of the Western World

In a book of unprecedented scope—now available in a larger format—Iain McGilchrist presents a fascinating exploration of the differences between the brain’s left and right hemispheres, and how those differences have affected society, history, and culture. McGilchrist draws on a vast body of recent research in neuroscience and psychology to reveal that the difference is profound: the left hemisphere is detail oriented, while the right has greater breadth, flexibility, and generosity. McGilchrist then takes the reader on a journey through the history of Western culture, illustrating the tension between these two worlds as revealed in the thought and belief of thinkers and artists from Aeschylus to Magritte.

"A landmark new book. . . . It tells a story you need to hear, of where we live now."—Bryan Appleyard, Sunday Times

"A very remarkable book. . . . McGilchrist, who is both an experienced psychiatrist and a shrewd philosopher, looks at the relation between our two brain-hemispheres in a new light, not just as an interesting neurological problem but as a crucial shaping factor in our culture . . . splendidly thought-provoking. . . . I couldn't put it down."—Mary Midgley, The Guardian

Named one of the best books of 2010 by The Guardian

http://www.amazon.com/dp/0300188374

Piesakies uz lasīšanu pa e-pastu: info@kopnica.lv
Outliers: The Story of Success HB

In this stunning new book, Malcolm Gladwell takes us on an intellectual journey through the world of "outliers"--the best and the brightest, the most famous and the most successful. He asks the question: what makes high-achievers different?

His answer is that we pay too much attention to what successful people are like, and too little attention to where they are from: that is, their culture, their family, their generation, and the idiosyncratic experiences of their upbringing. Along the way he explains the secrets of software billionaires, what it takes to be a great soccer player, why Asians are good at math, and what made the Beatles the greatest rock band.

Brilliant and entertaining, Outliers is a landmark work that will simultaneously delight and illuminate.


Piesakies uz lasīšanu pa e-pastu: info@kopnica.lv
Appreciative Team Building: Positive Questions to Bring Out the Best of Your Team

"This book is full of provocative and positive questions that will develop and enhance your team's performance, yielding faster and better results."
--Julie Meiresonne
Director, Customer Relations
Hunter Douglas Window Fashions Division, Broomfield, CO

"Take time to savor every page of this book. Let yourself be drawn in by the questions. They will transform how you and others work on a day-to-day basis. This book is a meaningful contribution to the field. Grab it."
--Jane Galloway Seiling
Senior Editor, The Taos Institute Consultant and Author, The Membership Organization

http://www.amazon.com/Appreciative-Team-Building-Positive-Questions/dp/0595335039

Piesakies uz lasīšanu pa e-pastu: info@kopnica.lv
Amusing Ourselves to Death: Public Discourse in the Age of Show Business

Originally published in 1985, Neil Postman’s groundbreaking polemic about the corrosive effects of television on our politics and public discourse has been hailed as a twenty-first-century book published in the twentieth century. Now, with television joined by more sophisticated electronic media—from the Internet to cell phones to DVDs—it has taken on even greater significance.

Amusing Ourselves to Death is a prophetic look at what happens when politics, journalism, education, and even religion become subject to the demands of entertainment. It is also a blueprint for regaining control of our media, so that they can serve our highest goals.


Piesakies uz lasīšanu pa e-pastu: info@kopnica.lv
Fundamentals of Workplace Learning: Understanding How People Learn in Working Life

Fundamentals of Workplace Learning is a comprehensive guide to how people learn in the workplace, and the issues and challenges involved. Examining the essential aspects of workplace learning and unravelling the various influences which affect the success of work-based learners, Knud Illeris presents a holistic model to explain how diverse individuals can be encouraged and invited to learn at work.

Approaching workplace learning from the perspective of learners as human beings, with complex social and psychological needs, as opposed to resources to be managed, this book examines in detail the key issues surrounding workplace learning, including:

- The workplace environment as a learning space
- Workplace learning as competence development
- A multitude of different kinds of workplace learning arrangements
- Job-transcending learning initiatives
- The interaction between formal and informal learning environments
- The challenges presented by specific groups: early school leavers, elderly workers and the new young generation.

Presenting conclusions on workplace learning and possibilities for the future this book focuses on a way forward while detailing the fundamentals of successful workplace learning. It will appeal to everyone involved in understanding and improving learning in the workplace including educationalists, business students, managers, personnel and educational leaders.


Piesakies uz lasīšanu pa e-pastu: info@kopnica.lv
Study of Culture at a Distance

The United States on the eve of the Second World War was still a society largely isolated from the world. Facing enemies with unfamiliar cultural traditions, the U.S. government turned to anthropologists for insight. The result was a research effort that continued long after the war, aimed, in the words of Margaret Mead, at analyzing the cultural regularities in the characters of individuals who are members of societies that are inaccessible to direct observation. In 1953, Margaret Mead and Rhoda Metraux produced The Study of Culture at a Distance, a compilation of research from this period. This remarkable work, long unavailable, presents a rich and complex methodology for the study of cultures through literature, film, informant interviews, focus groups, and projective techniques. The book also provides fascinating insights into such diverse cultures as China, Thailand, Italy, Syria, France, Germany, Russia, Romania, and Great Britain, and includes some highly original analysis such as that of the Soviet style of chess, a study of Jean Cocteau's classic film La Belle et la Bete, and the cultural interpretations of Rorschach tests administered to Chinese subjects.

http://www.amazon.com/Distance-Margaret-Mead-Researching-Contemporary-Cultures/dp/1571812164

Piesakies uz lasīšanu pa e-pastu: info@kopnica.lv
Letters to a Young Contrarian (Art of Mentoring)

In the book that he was born to write, provocateur and best-selling author Christopher Hitchens inspires future generations of radicals, gadflies, mavericks, rebels, angry young (wo)men, and dissidents. Who better to speak to that person who finds him or herself in a contrarian position than Hitchens, who has made a career of disagreeing in profound and entertaining ways. This book explores the entire range of "contrary positions"-from noble dissident to gratuitous pain in the butt. In an age of overly polite debate bending over backward to reach a happy consensus within an increasingly centrist political dialogue, Hitchens pointedly pitches himself in contrast. He bemoans the loss of the skills of dialectical thinking evident in contemporary society. He understands the importance of disagreement-to personal integrity, to informed discussion, to true progress-heck, to democracy itself. Epigrammatic, spunky, witty, in your face, timeless and timely, this book is everything you would expect from a mentoring contrarian.

http://www.amazon.com/Letters-Young-Contrarian-Art-Mentoring/dp/0465030335

Piesakies uz lasīšanu pa e-pastu: info@kopnica.lv
Your Inner Fish: A Journey into the 3.5-Billion-Year History of the Human Body.

Details on a Major New Discovery included in a New Afterword

Why do we look the way we do? Neil Shubin, the paleontologist and professor of anatomy who co-discovered Tiktaalik, the “fish with hands,” tells the story of our bodies as you've never heard it before. By examining fossils and DNA, he shows us that our hands actually resemble fish fins, our heads are organized like long-extinct jawless fish, and major parts of our genomes look and function like those of worms and bacteria. Your Inner Fish makes us look at ourselves and our world in an illuminating new light. This is science writing at its finest—enlightening, accessible and told with irresistible enthusiasm.

http://www.amazon.com/Your-Inner-Fish-Journey-3-5-Billion-Year/dp/0307277453

Piesakies uz lasīšanu pa e-pastu: info@kopnica.lv
Thomas Paine's Rights of Man: A Biography

Thomas Paine was one of the greatest advocates of freedom in history, and his Declaration of the Rights of Man, first published in 1791, is the key to his reputation. Inspired by his outrage at Edmund Burke’s attack on the French Revolution, Paine’s text is a passionate defense of man’s inalienable rights. Since its publication, Rights of Man has been celebrated, criticized, maligned, suppressed, and co-opted. But in Thomas Paine’s Rights of Man, the polemicist and commentator Christopher Hitchens, “at his characteristically incisive best,” marvels at its forethought and revels in its contentiousness (The Times, London). Hitchens is a political descendant of the great pamphleteer, “a Tom Paine for our troubled times.” (The Independent, London) In this “engaging account of Paine’s life and times [that is] well worth reading” he demonstrates how Paine’s book forms the philosophical cornerstone of the United States, and how, “in a time when both rights and reason are under attack,” Thomas Paine’s life and writing “will always be part of the arsenal on which we shall need to depend.” (New Statesman)


Piesakies uz lasīšanu pa e-pastu: info@kopnica.lv
The Force of Reason

Oriana Fallaci is back with her much-anticipated follow up to The Rage and the Pride, her powerful post-September 11 manifesto. The genesis for The Force of Reason was a postscript entitled Due Anni Dopo (Two Years Later), which was intended as a brief appendix to the thirtieth edition of The Rage and the Pride (2002). Once Ms. Fallaci completed the postscript, she chose to expand it into a book, a continuation of her ideas set in motion in The Rage and the Pride. In The Force of Reason Fallaci takes aim at the many attacks and death threats she received after the publication of The Rage and the Pride. Ms. Fallaci begins by identifying herself with one Master Cecco, the author of a heretical book who was burnt at the stake during the Inquisition seven centuries ago on account of his beliefs, and proceeds with a rigorous analysis of the burning of Troy and the creation of a Europe that, to her judgment, is no longer her familiar homeland but rather a place best called Eurabia, a soon-to-be colony of Islam (with Italy as its stronghold). Ms. Fallaci explores her ideas in historical, philosophical, moral, and political terms, courageously addressing taboo topics with sharp logic.

http://www.amazon.com/Force-Reason-Oriana-Fallaci/dp/0847827534/ref=sr_1_1?s=books&ie=UTF8&qid=1355750589&sr=1-1&keywords=9780847827534

Piesakies uz lasīšanu pa e-pastu: info@kopnica.lv
Interviews with History and Conversations with Power

A posthumous compilation of this award-winning and best-selling writer and journalist’s seminal, historic interviews. Oriana Fallaci was granted access to countless world leaders and politicians throughout her remarkable career. Considering herself a writer rather than a journalist, she was never shy about sharing her opinions of her interview subjects. Her most memorable interviews—some translated into English for the first time—appear in this collection, including those with Ariel Sharon, Yassir Arafat, the former Shah of Iran, Lech Walesa, the Dalai Lama, Robert Kennedy, and many others. Also featured is the famous 1972 interview in which she succeeded in getting Henry Kissinger to call Vietnam a "useless war" and to describe himself as "a cowboy." To this day he calls the Fallaci interview "the most disastrous conversation I ever had with the press."

http://www.amazon.com/Interviews-History-Conversations-Oriana-Fallaci/dp/0847835146/ref=sr_1_1?s=books&ie=UTF8&qid=1355750642&sr=1-1&keywords=Interviews+with+History+and+Conversations+with+Power

Piesakies uz lasīšanu pa e-pastu: info@kopnica.lv
Age of Reason

The first novel of Sartre's monumental Roads to Freedom series, The Age of Reason is set in 1938 and tells of Mathieu, a French professor of philosophy who is obsessed with the idea of freedom. As the shadows of the Second World War draw closer -- even as his personal life is complicated by his mistress's pregnancy -- his search for a way to remain free becomes more and more intense.

http://www.amazon.com/Age-Reason-Novel-Jean-Paul-Sartre/dp/0679738959/ref=sr_1_1?s=books&ie=UTF8&qid=1355750692&sr=1-1&keywords=9780679738954
From Digital Natives to Digital Wisdom: Hopeful Essays for 21st Century Learning

Best-selling author and futurist Marc Prensky’s book of essays challenges educators to “reboot” and make the changes necessary to prepare students for 21st century careers.

Brain Gain: Technology and the Quest for Digital Wisdom

“In an age where the answer to every question is at your fingertips, where does the human brain fit in?”

In one hand-held object, we are able to manage all of our calendars, documents, and interpersonal relationships with such ease that many people are lost when forced to do perform these tasks without the aid of electronics. Often heard are the calls for less technology and more face-to-face interaction, for fear that the use of all this artificial intelligence is dampening our own ability to think.

Author Marc Prensky has a different idea. In this controversial and well-argued treatise, Prensky offers the idea that rather than stunting the mind—that most essential aspect of an individual’s intelligence and sense of self—smart technology (and smart use of technology) enhances our humanity in ways that the brain on its own never could. Through scores of fascinating examples, Prensky shows that the symbiotic combination of the human brain and technology—from marrying the brain’s strengths such as sense-making and complex reasoning abilities with technology’s strengths like storing and processing large amounts of data—has great benefits for our own cognitive functioning. How should we best combine the strengths of mind and machine for maximum benefit? Prensky’s call is for digital wisdom—a new interconnectedness between human and technology that is already enabling Homo Sapiens to begin the journey into the next stages of cognitive evolution.


Piesakies uz lasīšanu pa e-pastu: info@kopnica.lv
21st Century Skills: Rethinking How Students Learn

21st Century Skills: Rethinking How Students Learn is the fifth book in the Leading EdgeTM series. The Leading Edge series unites education authorities from around the globe and asks them to confront the important issues that affect teachers and administrators the issues that profoundly impact student success. The experts contributing to this anthology do not prescribe one method to transact change. They embrace the mission, trusting that teachers and administrators the true change leaders will venture to the Leading Edge to embrace the challenges and opportunities that will guarantee the success of their students. 21st Century Skills examines a daunting challenge today’s educators face: how to equip students with the skills to succeed in the twenty-first century. Many critics oppose the idea of teaching 21st century skills on the grounds that emphasizing skills such as critical thinking and problem solving will erode the teaching of important content. The contributors to this volume contend that both knowledge and skills are needed, and they are interdependent. The authors of this book know from experience that effective teaching involves having students use skills to acquire knowledge. 21st Century Skills introduces the 21st century skills movement, the Partnership for 21st Century Skills, and the Framework for 21st Century Learning. The chapters seek to flesh out the vision established by the Partnership by identifying key issues that contribute to the dialogue.

The contributors explore three overarching questions:
1. Why are the skills listed in the Framework for 21st Century Learning needed for learning in the future?
2. Which skills are most important?
3. What can be done to help schools include these skills in their repertoire so that twenty-first century learning results?


Piesakies uz lasīšanu pa e-pastu: info@kopnica.lv
Literacy Is NOT Enough: 21st Century Fluencies for the Digital Age

The authors present an effective framework for integrating comprehensive literacy or fluency into the traditional curriculum to prepare students for a technology-driven and global culture.

http://www.amazon.com/Literacy-Is-NOT-Enough-Fluencies/dp/1412987806/ref=pd_sim_b_10

Piesakies uz lasīšanu pa e-pastu: info@kopnica.lv
Creating Innovators: The Making of Young People Who Will Change the World

IN THIS GROUNDBREAKING BOOK, education expert Tony Wagner provides a powerful rationale for developing an innovation-driven economy. He explores what parents, teachers, and employers must do to develop the capacities of young people to become innovators. In profiling compelling young American innovators such as Kirk Phelps, product manager for Apple’s first iPhone, and Jodie Wu, who founded a company that builds bicycle-powered maize shellers in Tanzania, Wagner reveals how the adults in their lives nurtured their creativity and sparked their imaginations, while teaching them to learn from failures and persevere. Wagner identifies a pattern—a childhood of creative play leads to deep-seated interests, which in adolescence and adulthood blossom into a deeper purpose for career and life goals. Play, passion, and purpose: These are the forces that drive young innovators.

Wagner shows how we can apply this knowledge as educators and what parents can do to compensate for poor schooling. He takes readers into the most forward-thinking schools, colleges, and workplaces in the country, where teachers and employers are developing cultures of innovation based on collaboration, interdisciplinary problem-solving, and intrinsic motivation. The result is a timely, provocative, and inspiring manifesto that will change how we look at our schools and workplaces, and provide us with a road map for creating the change makers of tomorrow.

Creating Innovators will feature its own innovative elements: more than sixty original videos that expand on key ideas in the book through interviews with young innovators, teachers, writers, CEOs, and entrepreneurs, including Thomas Friedman, Dean Kamen, and Annmarie Neal. Produced by filmmaker Robert A. Compton, the videos are embedded into the ebook edition in video-enabled eReaders and accessible in this print edition via QR codes placed throughout the chapters or via www.creatinginnovators.com.

http://www.amazon.com/Creating-Innovators-Making-People-Change/dp/1451611498/ref=pd_sim_b_9

Piesakies uz lasīšanu pa e-pastu: info@kopnica.lv
Out of Our Minds: Learning to be Creative

"It is often said that education and training are the keys to the future. They are, but a key can be turned in two directions. Turn it one way and you lock resources away, even from those they belong to. Turn it the other way and you release resources and give people back to themselves. To realize our true creative potential—in our organizations, in our schools and in our communities—we need to think differently about ourselves and to act differently towards each other. We must learn to be creative."

—Ken Robinson

PRAISE FOR OUT OF OUR MINDS

"Ken Robinson writes brilliantly about the different ways in which creativity is undervalued and ignored . . . especially in our educational systems."
—John Cleese

"Out of Our Minds explains why being creative in today's world is a vital necessity. This book is not to be missed."
—Ken Blanchard, co-author of The One-minute Manager and The Secret

"If ever there was a time when creativity was necessary for the survival and growth of any organization, it is now. This book, more than any other I know, provides important insights on how leaders can evoke and sustain those creative juices."
—Warren Bennis, Distinguished Professor of Business, University of Southern California; Thomas S. Murp Railway Distinguished Research Fellow, Harvard Business School; Best-selling Author, Geeks and Geezers

"All corporate leaders should read this book."
—Richard Scase, Author and Business Forecaster

"This really is a remarkable book. It does for human resources what Rachel Carson's Silent Spring did for the environment."


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