

Realtalk Trug Schein Und Schulden Mein Leben Als

Master the art and science of using shameless propaganda for personal and social good. Influencers have always deployed the power of hype to get what they want. But never in history have people been so susceptible to propaganda and persuasion as they are now. Hype truly runs our world. Imagine if you could generate and leverage hype for positive purposes—like legitimate business success, helping people, or effecting positive change in your community. Michael F. Schein teaches you how. In The Hype Handbook, the notorious marketing guru provides 12 fundamental strategies for creating and leveraging hype for good, including ways to: Attract attention from people that matter Create a community of acolytes to further your cause Create an atmosphere of curiosity and intrigue Sell your message with the skill of master Create a step-by-step “manifesto” Citing the latest research in psychology, sociology and neuroscience, Schein breaks the concept of hype down into a simple set of strategies, skills, and techniques—and illustrates his methods through stories of the world’s most effective hype artists, including American propagandist Edward Bernays, Alice Cooper manager Shep Gordon, celebrity preacher Aimee Semple McPherson, Spartan Race founder Joe De Sena, and digital guru Gary Vaynerchuk. Whatever your temperament, education, budget, background, or natural ability, The Hype Handbook delivers everything you need to apply the most powerful tools of persuasion for personal and business success.

Sprachliche Zweifelsfälle begegnen uns auf allen Sprachebenen und laden zur Sprachreflexion ein. Aus diesem Grund bieten sie die Möglichkeit des Austausches zwischen Sprachwissenschaft, Sprachdidaktik und Laienlinguistik. Dieser Sammelband widmet sich daher gleichermaßen der linguistischen und sprachdidaktischen Perspektive auf Zweifelsfälle sowie dem Umgang mit Zweifelsfällen in der breiten Öffentlichkeit. Dabei setzt er vier Schwerpunkte: Erstens liegt der Fokus auf einer adäquaten Definition des Gegenstands, zweitens erproben viele Beiträge unterschiedliche Methoden, die zur Identifikation der Zweifelsfälle genauso beitragen wie zur Aufdeckung der sprachreflektirischen und soziolinguistischen Mechanismen, die Zweifel (re-)produzieren. Die Analyse ausgewählter Zweifelsfälle beschränkt sich drittens nicht auf das Deutsche, sondern bringt exemplarisch Zweifelsfälle im Englischen und Katalanischen in die Diskussion ein. Das vierte Anliegen des Bandes ist es, Ansätze zur Implementierung des linguistischen Wissens in den laienlinguistischen Diskurs sowie in die schulische Praxis vorzuschlagen.

Two Austrian-born designers have left their indelible mark on California’s residential architecture of the 1930s to 1960s: Richard Neutra (1892?1970) and Rudolph M. Schindler (1887?1953) combined modern form and inventive construction with new materials to create a truly modern vision of living that remains inspirational to the present day.00This new book features twenty famous and lesser known houses from that period, designed by the two pioneers and other architects that were influenced by Neutra’s and Schindler’s ideas. All are marked by highly economical use and outstanding quality of space, a minimalist aesthetic, and by their ideal adaption to climatic conditions. They are monuments of a period as well as timeless models for contemporary and future architecture.00The images by photographer David Schreyer show the buildings in their present state as a commodity of highest quality that can be, and should be, altered to meet today’s changed demands to a living space. Andreas Nierhaus’s texts, based on interviews, explore the relationship of the present inhabitants to their homes and what they mean to them. Together, the authors offer uniquely intimate insights into a sophisticated way of life still too little known outside California.

Houses by Neutra, Schindler, Ain and Contemporaries

Breathless Passion

Reading John from an Ethical Perspective. Volume 1

Exploring the Nature of Sign

"With his room-filling installations created at the interface of art, architecture and the natural sciences, Toms Saraceno speculates on future forms of human coexistence. As a qualified architect Saraceno’s interests span across structural studies to biology to atmospheric physics. This book is dedicated to his actual projects and accompanies them with numerous photographs, short introduction texts and scientific essays. His works can be understood an ongoing research, which pursues - oriented on a multidisciplinary level - the idea of a 'feasible utopia'. Published on the occasion of the exhibition, Toms Saraceno: Aerosolar Journeys at Wilhelm-Hack-Museum, Ludwigshafen am Rhein (11 February - 30 April 2017), and Museum Haus Konstruktiv, Zurich (1 June - 3 September 2017). English and German text."

Under what circumstances do subjects become visible? And how do subjects themselves change and move the circumstances that allow them to appear? Rather than describing medial, architectural, or rhetorical arrangements that are readily available to subjects, or concentrating on the processes of subject constitution without their scenic arrangements, this volume is dedicated to the reciprocal production of both subjects and scenes. From various perspectives, it underlines the abysmal conditions in which subjects arrive on stage and vice versa the stages arrive at their subjects. Through articles that analyze concrete scenes in a highly-focused manner and question the concept of the scene itself, this volume argues that there is not subject without a scene, and no scene without an instance of description. Based on this thesis, this volume investigates antique drama and revolutionary rhetoric, therapeutic and bureaucratic facilities, experiments in fine art and film, and, not least, scenes of theory: rhetorical stages that perform arguments and politics. EditorsDr. Lars Friedrich works at the Institute for German Literature at the University of Frankfurt am Main.Dr. Karin Harrasser is a professor at the Art University in Linz.Dr. Céline Kaiser is a professor at the University of Applied Sciences and Arts in Ottersberg.

This worldwide bestseller offers simple guidance for building the kind of open and trusting relatonships vital for tackling global systemic challenges and developing adaptive, innovative organizations—over 200,000 copies sold and translated into seventeen languages! We live, say Edgar and Peter Schein, in a culture of “tell.” All too often we tell others what we think they need to know or should do. But whether we are leading or following, what matters most is we get to the truth. We have to develop a commitment to sharing vital facts and identifying faulty assumptions—it can mean the difference between success and failure. This is why we need Humble Inquiry more than ever. The Scheins define Humble Inquiry as “the gentle art of drawing someone out, of asking questions to which you do not know the answer, of building relationships based on curiosity and interest in the other person.” It was inspired by Edgar's twenty years of work in high-hazard industries and the health-care system, where honest communication can literally mean the difference between life and death. In this new edition the authors look at how Humble Inquiry differs from other kinds of inquiry, offer examples of it in action, and show how to overcome the barriers that keep us telling when we should be asking. This edition offers a deepening and broadening of this concept, seeing it as not just a way of posing questions but an entire attitude that includes better listening, better responding to what others are trying to tell us, and better revealing of ourselves. Packed with case examples and a full chapter of exercises and simulations, this is a major contribution to how we see human conversational dynamics and relationships, presented in a compact, personal, and eminently practical way.

Los Angeles Modernism Revisited

Studies in the Bible and Its World: Essays in Honor of Joseph Fleishman

Philosophy for Dog and Cat Lovers

Quasilinear Control

This enjoyable book first introduces sign language and communication, follows with a history of sign languages in general, then delves into the structure of American Sign Language (ASL). Later chapters outline the special skills of fingerspelling and assess artificial sign systems and their net worth. Language in Motion also describes the process required to learn sign language, then explains how to use it to communicate in the Deaf community. Appendices featuring the manual alphabets of three countries complete this enriching book.

In World History as the History of Foundations, 3000 BCE to 1500 CE, Michael Borgolte investigates the origins and development of foundations from Antiquity to the end of the Middle Ages.

»Scheiß mal auf den ganzen Schein. Die Klicks, die Kohle, den Fame. Alles nur Show, Bruder.« Auf YouTube führt Anton Rinas alias ViscaBarca ein Leben, von dem viele junge Menschen träumen. Als erfolgreicher YouTuber begeistert er über eine Million Abonnenten, verdient mit 17 bereits fünfstellige Summen im Monat. Doch mit dem Geld kommen die Probleme. Leistungsdruck und Einsamkeit sind nur zwei Aspekte, der viel entscheidendere Faktor: Sein engster Kreis bereichert sich an der Gutgläubigkeit des jungen Mannes. Er beginnt, das Leben von anderen zu finanzieren. Für seine Miete, das Auto, die Steuern bleibt nichts mehr übrig. Anton macht Schulden. Viele Schulden. Auf YouTube aber wahr er den Schein und erschafft eine Parallelwelt, auch wenn seine eigene Welt längst in Trümmern liegt. Als ihm die Kraft ausgeht, das Trugbild des sorgenfreien und vor Geld strotzenden Influencers aufrechtzuerhalten, packt Anton aus. Er veröffentlicht ein Video, in dem er die Blase platzen lässt. Ein Befreiungsschlag. Die ganze Geschichte hinter ViscaBarcas »Realtalk«-Video mit bislang unveröffentlichten Details und Hintergrundinformationen.

REALTALK. Trug, Schein und Schulden. Mein Leben als Influencer

Adolf Deissmann: Ein (zu Unrecht) fast vergessener Theologe und Philologe

Quantitative Tools for Studying and Evaluating Research

A Grammar of the Ethics of John

The fundamental determinant of the success of inclusive education is the quality and permanent interaction of its components. Key components are discussed from the aspect of pedagogy, psychology, special education, therapeutic education, social pedagogy, history, philosophy, psychology, law, medicine in its transdisciplinary correlation.

Nobody Likes A Cockblock is a full color paperback children's book for adults about woodland creature moms and dads just trying to get their swerve on. It's 32-pages of inappropriate prose that will leave you laughing about your sad life. It's perfect for birthday parties, baby showers, baptisms, and of course, wedding presents.

How do animals perceive the world? What does it really feel like to be a cat or a dog? In Understanding Animals, Lars Svendsen investigates how humans can attempt to understand the lives of other animals. The book delves into animal communication, intelligence, self-awareness, loneliness, and grief, but most fundamentally how humans and animals can cohabit and build a form of friendship. Svendsen provides examples from many different animal species—from chimpanzees to octopus—but his main focus is on cats and dogs: the animals that many of us are closest to in our daily lives. Drawing upon both philosophical analysis and the latest scientific discoveries, Svendsen argues that the knowledge we glean from our relationships with our pets is as valid and insightful as any scientific study of human-animal relations. With this entertaining and thought-provoking book, animal lovers and pet owners will gain a deeper understanding of what it is like to be an animal—and in turn, a human.

Nobody Likes a Cockblock

The Final Triumph

Understanding Animals

Lost Cantos of the Ouroboros Caves

At last, the first systematic guide to the growing jungle of citation indices and other bibliometric indicators. Written with the aim of providing a complete and unbiased overview of all available statistical measures for scientific productivity, the core of this reference is an alphabetical dictionary of indices and other algorithms used to evaluate the importance and impact of researchers and their institutions. In 150 major articles, the authors describe all indices in strictly mathematical terms without passing judgement on their relative merit. From widely used measures, such as the journal impact factor or the h-index, to highly specialized indices, all indicators currently in use in the sciences and humanities are described, and their application explained. The introductory section and the appendix contain a wealth of valuable supporting information on data sources, tools and techniques for bibliometric and scientometric analysis - for individual researchers as well as their funders and publishers.

Kodex, the Yearbook of the International Book Society edited by Christine Haug (LMU Munich) and Vincent Kaufmann (University of St. Gallen), aims to investigate the past, present and future of the medium "book" in a systematic and interdisciplinary manner. The sixth volume of Kodex focuses, for the first time, on the globalization of the book market. The guest editors Daria Berg and Giorgio Strafella (University of St. Gallen) have collected fifteen contributions in English on "book culture in China" - a topic that tends to elude the Western reader due to the language barrier. With this volume Kodex wants to contribute to a change in perception. The volume presents the latest findings on Chinese book culture from top international research. The fifteen contributions by leading scholars provide a panorama of the latest trends, trying to create a roadmap to enhance our understanding of China's book culture in the past and in the present. The first part of the volume traces the historical development of the book market in China. It explores the publishing industry, book collections, libraries and writings from the late Ming era (1366-1644) until the Cultural Revolution (1966-1976) and the end of the Mao era (1949-1976). The second part focuses on current literary practices in the conflicting areas of China's postsocialist society, government censorship, and a growing digital public sphere in the age of Web 2.0.

If you are a digital photographer who's new to Paint Shop Pro Photo or digital imaging in general, or have recently upgraded to the all-new version XX, this is the book for you! Packed with full color images to provide inspiration and easy to follow, step-by-step projects, you'll learn the ins and outs of this fantastic program in no time so you can start correcting and editing your images to create stunning works of art. Whether you want to learn or refresh yourself on the basics, such as effective cropping or simple color correction, or move on to more sophisticated techniques like creating special effects, everything you need is right here in this Corel-recommended guide. Useful information on printing and organizing your photos and a fantastic supplemental website with tons of extras rounds out this complete PSPP learning package.

Science in Color

World History as the History of Foundations, 3000 BCE to 1500 CE

Key Components of Inclusive Education

Holy Lands

Color makes its way into natural science images as early as the research process. It serves for self-reflection and for communication within the scientific community. However, color does not follow a standard in the natural sciences: its nature is conditioned. Digital publishing enhances the use of color in scientific publications; at the same time, globalization promotes the idea of universal color symbolism. This book investigates the function of color in historical and current visualization, its role as a tool, and its long neglect due to symbolic and gender-specific connotations. The publication thus closes a research gap in the natural sciences and the humanities.

A witty epistolary novel, both heartwarming and heart-wrenching, about a dysfunctional family--led by a Jewish pig farmer in Israel--struggling to love and accept each other. As comic as it is deeply moving, Holy Lands chronicles several memorable eccentrics. Harry Rosenmerck is an aging Jewish cardiologist who has left his thriving medical practice in New York--to raise pigs in Israel. His ex-wife, Monique, ruminates about their once happy marriage even as she quietly battles cancer. An earnest and successful playwright, has vowed to reconnect with his father since coming out. Annabelle, their daughter, finds herself unmoored in Paris in the aftermath of a breakup. Harry eschews technology, so his family, spread out across the world, communicate with him via snail mail. Even as they grapple with challenges, their correspondence sparkles with levity. They snipe at each other, volleying quips across the Atlantic, the Mediterranean, and Europe, and find joy in unexpected sources. Holy Lands is an adult family striving to remain connected across time, geography, and radically different perspectives on life.

Breathless Passion by Emilie Rose released on Feb 08, 2005 is available now for purchase.

Humble Inquiry, Second Edition

KODEX 6 (2016): Buchmarkt in China

Definition, Erforschung, Implementierung.

Scenographies of the Subject

This volume pays tribute to the diversity of Adolf Deissmann's work as philologist, theologian and ecumenist and attempts to contextualise contemporary debates on his contribution historically. Dieser Sammelband würdigt das facettenreiche Schaffen Adolf Deissmanns als Philologe, Theologe und Ökumeniker und versucht, die zeitgenössischen Debatten um seine Leistungen historisch zu kontextualisieren.

English description: What did the early Greek philosophers think about animals and their lives? How did they view plants? And, ultimately, what type of relationship did they envisage between all sorts of living beings? On these topics there is evidence of a prolonged investigation by several Presocratics. However, scholarship has paid little attention to these issues and to the surprisingly 'modern' development they received in Presocratics' doctrines. This book fills this lacuna through a detailed (and largely unprecedented) analysis of the extant evidence. The volume also includes the first extensive collection of the ancient sources pertaining to living beings and life in early Greek philosophy, organized chronologically and thematically. German description: Was dachten die frühen Griechischen Philosophen über das Leben der Tiere? Welches Bild machten sie sich von Pflanzen? Und schliesslich, welche Vorstellung hatten sie davon, wie alles Leben untereinander zusammenhangt? Es lassen sich hierzu viele Nachweise in Traktaten der Prasokratiker finden, jedoch haben bisherige wissenschaftliche Untersuchungen diesem Thema wenig Aufmerksamkeit geschenkt. Diese Lucke wird vom vorliegenden Band mit detaillierten, textnahen Analysen der mannigfaltigen Nachweise gefüllt. Zusätzlich wartet das Werk mit einer beispiellosen Sammlung der prasokratischen Quellen auf, welche sich mit der Philosophie des Lebens und der Lebewesen auseinandersetzen, sowohl chronologisch als auch thematisch gruppiert.

This is a textbook and reference for readers interested in quasilinear control (QLC). QLC is a set of methods for performance analysis and design of linear plant or nonlinear instrumentation (LPNI) systems. The approach of QLC is based on the method of stochastic linearization, which reduces the nonlinearities of actuators and sensors to quasilinear gains. Unlike the usual - Jacobian linearization - stochastic linearization is global. Using this approximation, QLC extends most of the linear control theory techniques to LPNI systems. A bisection algorithm for solving these equations is provided. In addition, QLC includes new problems, specific for the LPNI scenario. Examples include Instrumented LQR/LQG, in which the controller is designed simultaneously with the actuator and sensor, and partial and complete performance recovery, in which the degradation of linear performance is either contained by selecting the right instrumentation or completely eliminated by the controller boosting.

Tomás Saraceno. Aerosolar Journeys

Handbook of Bibliometric Indicators

Portrait of a Phantom

Ausst.Kat. Haus Konstruktiv, Zürich | Wilhelm-Hack-Museum, Ludwigshafen 2017

An enticing collection of tales told in the fabulist and metafiction traditions, Lost Cantos of the Ouroboros Caves embraces a cyclical movement of renewal, like the ancient ouroboros otif itself, in which artfully rendered answers always give rise to perplexing new questions. Maggie Schein's stories introduce medicine men, monks, immortals, witches, seekers, and souls in various stages of their cycles in and out of lived life, as well as the occasional talking animal, all searching for meaning and for connections to one another through storytelling. Each fable is a meditation on love, death, growth, pain, identity, self, spirit, cruelty, beauty, and the natural order, as seen from the perspectives of the primal, the celestial, or the spiritual. Rooted in the archetypes of mythology and philosophy, Schein's lost cantos are stories about the events that make up our lives and our deaths. She makes deft use of familiar forms and universal symbols to explore anew through narrative those questions and experiences that have always vexed us about our confounding existence and the speculative possibilities that abound within and beyond the moral coil. Schein's tales ask us to reconsider what it means to live and to die, to be simultaneously a creature of magic and the mundane, of the extraordinary and the all-too-ordinary. The result is a delicate but potent collection of alluring fables for the modern reader, recalling classical stories and myths of days long past and asking once more the questions that continue to haunt us. This expanded edition adds three new fables not included in the original edition as well as new illustrations for all eleven stories from artist Jonathan Hannah.

Ben Porat Yosef

The Living World of the Early Greek Philosophers
Performance Analysis and Design of Feedback Systems with Nonlinear Sensors and Actuators
Expanded Edition