

Human By Choice

Human Choice and Computers
Man S Search For
Meaning
Resilience from the Heart
The Paradox of
Choice
Animal Choice and Human Freedom
The Business of
Choice
Choice in Human Affairs
The Future of Human
Reproduction
The Economic Approach to Human
Behavior
Children by Chance Or by Choice, and Some
Correlated Considerations
Environmental Choice, Human
Behavior, and Residential Satisfaction
Choice
The Mating
Mind
Choice Architecture for Human-Computer
Interaction
Human Rights and Choice in Poverty
A Deeper
Truth
A Changing Environment for Human Security
Animal
Choice and Human Freedom
Behavioral Decision
Theory
Paradoxical Life
Divine Will and Human Choice
Sexual
Selection Under Parental Choice
The Palgrave Handbook of
Climate History
Strategies of Compliance with the European
Court of Human Rights
Human Choice and Climate
Change
John Edwards (1637–1716) on Human Free Choice
and Divine Necessity
Human by Design
The Fabric of This
World
The Human Choice
Human by Choice
Divine Causality
and Human Free Choice
The Human Use of Animals
The
Science of Self-Empowerment
Divine Will and Human
Choice
The Quest to Understand Human Affairs
Disaster by
Choice
A Critical Human Error
Hand in Hand
Divine Causality
and Human Free Choice
The Business of Choice

Human Choice and Computers

R.J. Matava explains physical premotion as defended by Báñez in the Controversy de Auxiliis. Finding the critiques of Báñez and Molina convincing, Matava argues for an alternative rooted in Aquinas's teaching on creation.

Man S Search For Meaning

"What would it mean to discover we're designed to live extraordinary lives of self-healing, longevity, and deep intuition? Is it possible that the advanced awareness achieved by monks, nuns, and mystics--considered rare in the past--is actually meant to be a normal part of our daily lives? In this revelatory book, now available for the first time in paperback, five-time New York Times best-selling author and 2018 Templeton Award nominee Gregg Braden explains that we no longer need to ask these questions as "What if?" Recent discoveries ranging from human evolution and genetics to the new science of neuro-cardiology (the bridge between the brain and the heart) have overturned 150 years of thinking when it comes to the way we think of ourselves, our origin, and our capabilities. In this reader-friendly journey of discovery, Braden begins with the fact that we exist as we do, even more empowered, and more connected with ourselves and the world than scientists have believed in the past. It's this indisputable fact that leads to even deeper mysteries. "How do we awaken the extraordinary abilities that come from such an awesome connection?" "What role does our ancient and mysterious heritage play in our lives today?" Join Gregg as he crosses the traditional boundaries of science and spirituality to answer precisely these questions. In doing so he reveals a) specific tools, techniques, and practices to awaken our deep intuition on-demand, for self healing and longevity; and 2) concrete solutions to the social issues that are destroying our families and dividing us as people, including the bullying of young people, hate crimes, the growing epidemic of suicide, religious extremism, and more"--

Resilience from the Heart

In this compelling revised edition of his book *The Turning Point*, best-selling author and visionary Gregg Braden merges his expertise in leading-edge science with present-day realities to reveal the strategies for embracing stressful change in our lives. This updated edition contains an all-new chapter not included in the original release, featuring material on the surprising discovery of brain-like cells – sensory neurites – located within the human heart, and the role they play in creating personal resilience. The powerful heart-brain connection made possible by these cells is now recognized as a portal to the deepest levels of our intuition, as well as a gateway to the subconscious mind. This book gets to the heart of the fundamental question you have no doubt asked yourself in the face of the complexities and challenges of the modern world: How do I make everyday life better for myself and my family? Through his skillful synthesis of easy-to-understand science and real-life circumstances, Gregg uniquely provides the answer, describing:

- State-of-the-art discoveries that are the key to embracing big change in a healthy way
- The three shifts that will transform the way you think of your career, lifestyle, and finances
- The simple strategies of heart-based resilience that you can learn and use immediately for optimal health in our stressful world
- A template of strategies for resilient living for your family and community . . . and much more.

Gregg is an optimist, as well as a realist. His lifetime of work with indigenous cultures, combined with his scholarship in science and ancient traditions, gives him reason to believe in our ability to transform in a healthy way. To get to that point, however, we must be honest with ourselves. When the facts are clear, our choices become obvious and something beautiful happens.

And it's the power of this simple truth that is the basis for Resilience from the Heart. Join Gregg on this intimate journey as he unlocks the mystery of the world's extremes . . . to reveal the power to thrive in life!

The Paradox of Choice

Animal Choice and Human Freedom

In *Animal Choice and Human Freedom: On the Genealogy of Self-Determined Action*, Michael Yudanin argues that describing freedom conceptually is impossible without explaining how it can exist in the world. Yudanin develops an account of freedom's instantiation in biological agents and provides several prerequisites that are necessary for its exercise. He demonstrates that freedom is linked to the form of life and distinguishes between choice in non-verbal animals and human freedom, where the latter is enabled by the development of language and thus possesses a distinct character. Following this descriptive account, Yudanin explores freedom's evolutionary history, explaining how it developed in the course of the evolution of species.

The Business of Choice

At once a pioneering study of evolution and an accessible and lively reading experience, *The Mating Mind* marks the arrival of a prescient and provocative new science writer. Psychologist Geoffrey Miller offers the most convincing—and radical—explanation for how and why the human mind evolved. Consciousness, morality, creativity, language, and art: these are the traits that make us human. Scientists have

traditionally explained these qualities as merely a side effect of surplus brain size, but Miller argues that they were sexual attractors, not side effects. He bases his argument on Darwin's theory of sexual selection, which until now has played second fiddle to Darwin's theory of natural selection, and draws on ideas and research from a wide range of fields, including psychology, economics, history, and pop culture. Witty, powerfully argued, and continually thought-provoking, *The Mating Mind* is a landmark in our understanding of our own species.

Choice in Human Affairs

Since his pioneering application of economic analysis to racial discrimination, Gary S. Becker has shown that an economic approach can provide a unified framework for understanding all human behavior. In a highly readable selection of essays Becker applies this approach to various aspects of human activity, including social interactions; crime and punishment; marriage, fertility, and the family; and "irrational" behavior. "Becker's highly regarded work in economics is most notable in the imaginative application of 'the economic approach' to a surprising breadth of human activity. Becker's essays over the years have inevitably inspired a surge of research activity in testimony to the richness of his insights into human activities lying 'outside' the traditionally conceived economic markets. Perhaps no economist in our time has contributed more to expanding the area of interest to economists than Becker, and a number of these thought-provoking essays are collected in this book."—Choice Gary Becker was awarded the Nobel Prize in Economic Science in 1992.

The Future of Human Reproduction

The Economic Approach to Human Behavior

Winner of the 2016 Berry - AMA Book Prize for Best Book in Marketing from the American Marketing Association! Named Marketing Book of the Year for 2016 by Marketing & Sales Books! Reshape Consumer Behavior by Making Your Brand the Instinctive, Intuitive, Easy Choice • Discover powerful new ways to simplify and guide consumer decisions • Gain actionable insights into social influence, how people plan, and how they interpret the past • Leverage surprising advances in neuroscience, evolutionary biology, and the behavioral and social sciences Whatever your marketing or behavioral objective, you'll be far more successful if you know how humans choose. Human intuitions and cognitive mechanisms have evolved over millions of years, but only now are marketers beginning to understand their impact on people's decisions. The Business of Choice helps you apply new scientific insights to make your brand or target behavior the easiest, most instinctive choice. Matthew Willcox integrates the latest research advances with his own extensive enterprise marketing experience at FCB's Institute of Decision Making. Willcox explains why we humans often seem so irrational, how marketers can leverage the same evolutionary factors that helped humans prosper as a species, how to make decisions simpler for your consumers, and how to make them feel good about their choices, so they keep coming back for more!

Children by Chance Or by Choice, and Some Correlated Considerations

Environmental Choice, Human Behavior, and Residential Satisfaction

An earthquake shatters Haiti and a hurricane slices through Texas. We hear that nature runs rampant, seeking to destroy us through these 'natural disasters'. Science recounts a different story, however: disasters are not the consequence of natural causes; they are the consequence of human choices and decisions. We put ourselves in harm's way; we fail to take measures which we know would prevent disasters, no matter what the environment does. This can be both hard to accept, and hard to unravel. A complex of factors shape disasters. They arise from the political processes dictating where and what we build, and from social circumstances which create and perpetuate poverty and discrimination. They develop from the social preference to blame nature for the damage wrought, when in fact events such as earthquakes and storms are entirely commonplace environmental processes. We feel the need to fight natural forces, to reclaim what we assume is ours, and to protect ourselves from what we perceive to be wrath from outside our communities. This attitude distracts us from the real causes of disasters: humanity's decisions, as societies and as individuals. It stops us accepting the real solutions to disasters: making better decisions. This book explores stories of some of our worst disasters to show how we can and should act to stop people dying when nature unleashes its energies. The disaster is not the tornado, the volcanic eruption, or climate change, but the deaths and injuries, the loss of irreplaceable property, and the lack and even denial of support to affected people, so that a short-term interruption becomes a long-term recovery nightmare. But we can combat this, as Kelman shows, describing inspiring examples of effective human action that

limits damage, such as managing flooding in Toronto and villages in Bangladesh, or wildfire in Colorado. Throughout, his message is clear: there is no such thing as a natural disaster. The disaster lies in our inability to deal with the environment and with ourselves.

Choice

Focuses on systems that help people choose for themselves. Realizing this potential requires an understanding of how people make everyday choices and the design strategies and computing technologies that can be used to support these processes. This work offers a compact synthesis of research on these topics.

The Mating Mind

What can a fingernail tell us about the mysteries of creation? In one sense, a nail is merely a hunk of mute matter, yet in another, it's an information superhighway quite literally at our fingertips. Every moment, streams of molecular signals direct our cells to move, flatten, swell, shrink, divide, or die. Andreas Wagner's ambitious new book explores this hidden web of unimaginably complex interactions in every living being. In the process, he unveils a host of paradoxes underpinning our understanding of modern biology, contradictions he considers gatekeepers at the frontiers of knowledge. Though we tend to think of concepts in such mutually exclusive pairs as mind-matter, self-other, and nature-nurture, Wagner argues that these opposing ideas are not actually separate. Indeed, they are as inextricably connected as the two sides of a coin. Through a tour of modern biological marvels, Wagner illustrates how this paradoxical tension has a profound effect

on the way we define the world around us. Paradoxical Life is thus not only a unique account of modern biology. It ultimately serves a radical--and optimistic--outlook for humans and the world we help create.

Choice Architecture for Human-Computer Interaction

John Edwards and the doctrine of free choice.

Human Rights and Choice in Poverty

Human by Design invites you on a journey beyond Darwin's theory of evolution, beginning with the fact that we exist as we do, even more empowered, and more connected with ourselves and the world, than scientists have believed possible. In one of the great ironies of the modern world, the science that was expected to solve life's mysteries has done just the opposite. New discoveries have led to more unanswered questions, created deeper mysteries, and brought us to the brink of forbidden territory when it comes to explaining our origin and existence. These discoveries reveal the following facts:

- Fact 1. Our origin —Modern humans appeared suddenly on earth approximately 200,000 years ago, with the advanced brain, nervous system, and capabilities that set them apart from all other known forms of life already developed, rather than having developed slowly and gradually over a long periods of time.
- Fact 2. Missing physical evidence —The relationships shown on the conventional tree of human evolution are speculative connections only. While they are believed to exist, a 150-year search has failed to produce the physical evidence that confirms the relationships shown on the evolutionary family

tree. • Fact 3. New DNA evidence —The comparison of DNA between ancient Neanderthals, previously thought to be our ancestors, and early humans tells us that we did not descend from the Neanderthals. • Fact 4. A rare DNA fusion —Advanced genome analysis reveals that the DNA that sets us apart from other primates, including in our advanced brain and nervous system, is the result of an ancient and precise fusion of genes occurring in a way that suggests something beyond evolution made our humanness possible. • Fact 5. Our extraordinary abilities —We are born with the capacity to self-heal, to self-regulate longevity, to activate an enhanced immune response, and to experience deep intuition, sympathy, empathy, and, ultimately, compassion —and to do each of these on demand. In this book, New York Times best-selling author and 2017 Templeton Award nominee Gregg Braden crosses the traditional boundaries of science and spirituality to answer the timeless question at the core of our existence —Who are we? —and to reveal science-based techniques that awaken our uniquely human experiences of deep intuition, precognition, advanced states of self-healing, and much more! Beyond any reasonable doubt, *Human by Design* reveals that we're not what we've been told, and much more than we've ever imagined.

A Deeper Truth

This book provides an overview of behavioral decision theory and related research findings. In brief, behavioral decision theory is a general term for descriptive theories to explain the psychological knowledge related to decision-making behavior. It is called a theory, but actually it is a combination of various psychological theories, for which no axiomatic systems, such as the utility theory widely used in economics, have been

established; it is often limited to qualitative knowledge. However, as suggested in the studies of H. A. Simon, who won the Nobel Prize for Economics in 1978, and D. Kahneman, who won the prize in 2002, the psychological methodology and knowledge of behavioral decision theory have been applied widely in such fields as economics, business administration, and engineering, and are expected to become more useful in the future. This book explains various behavioral decision theories related to decision-making processes. Numerous models have been proposed to explain the psychological processes related to such a selection of decision strategies, and this book also introduces some new models that are useful to explain decision-making processes. The book concludes with speculation about the future of modern behavioral decision theories while referring to their relation to fields associated with neuroscience, such as neuroeconomics, that have been developed in recent years. In addition, each chapter includes a bibliography that can be referred to when studying more details related to behavioral decision theory. Reading this book requires no advanced expertise; nonetheless, an introductory knowledge of psychology, business administration, and economics, and approximately a high school graduate's level of mathematics should facilitate the reader's comprehension of the content.

A Changing Environment for Human Security

The first set of case studies on animal use, this volume offers a thorough, up-to-date exploration of the moral issues related to animal welfare. Its main purpose is to examine how far it is ethically justifiable to harm animals in order to benefit mankind. An excellent introduction provides a framework for the cases and sets the background of philosophical and

moral concepts underlying the subject. Sixteen original, previously unpublished essays cover controversies associated with the human use of animals in a broad range of contexts, including biomedical, behavioral, and wildlife research, cosmetic safety testing, education, the food industry, commerce, and animal use as pets and in religious practices. Scientific research is accorded the closest scrutiny. The authors represent a wide range of expertise within their specialized areas of research--physiology, public policy, ethics, philosophy, law, veterinary science, and psychology. The careful analysis of each case makes it possible to elevate the discourse beyond over-simplified positions, and to demonstrate the complexity of the issues. *The Human Use of Animals* will be welcomed by students and faculty in law, philosophy, ethics, public policy, religion, medicine, and veterinary medicine. It will also interest activists in the animal protection movement, and members of animal protection organizations and Institutional Animal Care and Use Committees.

Animal Choice and Human Freedom

Parents often disagree with their children over their choice of partner. Although the reasons may vary the outcome is very often one of conflict – a conflict peculiar to the human species. For the first time in one volume, *Sexual Selection under Parental Choice* employs an evolutionary perspective to understand this conflict and explore its implications. Covering recent developments in the field of evolutionary psychology, Menelaos Apostolou reveals the extent of parental attempts to control the mating decisions of their offspring and investigates the qualities parents seek in prospective in-laws. Children's attempt to escape this control

can lead to practices such as foot-binding and clitoridectomy or, in postindustrial societies, more subtle forms of coercion and manipulation. Apostolou demonstrates that much of human mating behavior has been shaped by parental choice and that parents have a significant influence in sexual selection: the traits they favour in their children's mates are selected and increase in frequency in the population. *Sexual Selection under Parental Choice* will be ideal reading for researchers and advanced students of evolutionary, developmental and social psychology, as well as other related disciplines such as social anthropology, sociology and the biological sciences.

Behavioral Decision Theory

Sixty-one-year-old Meredith Taylor answers her door to find a worried-looking little girl, who announces, "I've come to stay with you for a while...I'm your granddaughter." From this unexpected and jaw-dropping event, Meredith and her husband Andy are thrown into an emotional storm. But the turmoil that this little stranger's appearance causes for them pales by comparison to what their unsuspecting son, Aaron, endures. What happens next is a series of revelations and shocking discoveries about Sam's conception and her mother's manipulation, not just of Aaron but of his whole family. Somehow though, in the midst of the rising pressure and the dizzying complications, six-year-old Sam manages to win Meredith and Andy's hearts, even as they watch their own beloved son falling apart emotionally. Part-mystery thriller, part-affecting romance, and part-testament to the power of family love. *A Critical Human Error* is a book for grownups, who will relate to these complex people and the white-hot emotional conflicts they face.

Paradoxical Life

This fresh study from an internationally respected scholar of the Reformation and post-Reformation eras shows how the Reformers and their successors analyzed and reconciled the concepts of divine sovereignty and human freedom. Richard Muller argues that traditional Reformed theology supported a robust theory of an omnipotent divine will and human free choice and drew on a tradition of Western theological and philosophical discussion. The book provides historical perspective on a topic of current interest and debate and offers a corrective to recent discussions.

Divine Will and Human Choice

In *Animal Choice and Human Freedom: On the Genealogy of Self-Determined Action*, Michael Yudanin argues that describing freedom conceptually is impossible without explaining how it can exist in the world. Yudanin develops an account of freedom's instantiation in biological agents and provides several prerequisites that are necessary for its exercise. He demonstrates that freedom is linked to the form of life and distinguishes between choice in non-verbal animals and human freedom, where the latter is enabled by the development of language and thus possesses a distinct character. Following this descriptive account, Yudanin explores freedom's evolutionary history, explaining how it developed in the course of the evolution of species.

Sexual Selection Under Parental Choice

If God is sovereign, how can I be free to choose? But if God is not sovereign, how can he be God? Is it possible to

reconcile God's sovereignty with human choice? This is one of the most perplexing theological questions. It's also one of the most personal. In *Hand in Hand*, Randy Alcorn says that the traditional approach to this debate has often diminished our trust in God and his purposes. Instead of making a one-sided argument from select verses, Alcorn examines the question in light of all Scripture. By exploring what the whole Bible says about divine sovereignty and human choice, *Hand in Hand* helps us

- Carefully and honestly examine the different views on this issue
- Gain a deeper understanding of God
- Appreciate God's design in providing us the freedom of meaningful choice
- See the value in better understanding what we cannot fully understand
- Learn how to communicate about the issue in clear and compassionate ways
- More fully experience the unity Christ intends for his Church

A careful guide through Scripture, *Hand in Hand* shows us why God's sovereignty and meaningful human choice work together in a beautiful way. Includes small-group discussion questions.

The Palgrave Handbook of Climate History

Environmental change presents a new context and new opportunities for transformational change. This timely book will inspire new ways of understanding the relationship between environmental change and human security. *A Changing Environment for Human Security: Transformative Approaches to Research, Policy and Action* both supports and informs a call for new, transformative approaches to research, policy and action. The chapters in this book include critical analyses, case studies and reflections on contemporary environmental and social challenges, with a strong emphasis on those related to climate change. Human thoughts and actions have contributed to an environment of

insecurity, manifested as multiple interacting threats that now represent a serious challenge to humanity. Yet humans also have the capacity to collectively transform the economic, political, social and cultural systems and structures that perpetuate human insecurities. These fresh perspectives on global environmental change from an interdisciplinary group of international experts will inspire readers – whether students, researchers, policy makers, or practitioners – to think differently about environmental issues and sustainability. The contributions show that in a changing environment, human security is not only a possibility, but a choice.

Strategies of Compliance with the European Court of Human Rights

This is an historical, philosophical, theological--and practical--exploration of work from an evangelical perspective, highlighting the Christian concept of vocation as articulated by Luther and Calvin, and making relevant applications for today.

Human Choice and Climate Change

This is the first part of a four-volume work providing an international view of climate change which is designed to complement the Intergovernmental Panel on Climate Change Second Assessment report. It covers the origins of human needs and wants and the scale of human activity.

John Edwards (1637–1716) on Human Free Choice and Divine Necessity

This fresh study from an internationally respected scholar of

the Reformation and post-Reformation eras shows how the Reformers and their successors analyzed and reconciled the concepts of divine sovereignty and human freedom. Richard Muller argues that traditional Reformed theology supported a robust theory of an omnipotent divine will and human free choice and drew on a tradition of Western theological and philosophical discussion. The book provides historical perspective on a topic of current interest and debate and offers a corrective to recent discussions.

Human by Design

Human Choice and Computers: Issues of Choice and Quality of Life in the Information Society presents different views about how terrorist actions are influencing political and social discussions and decisions, and it covers questions related to legitimacy and power in the Information Society. Ethical principles are important guidelines for responsible behavior of IT professionals. But even under strong external pressure, long ranging aspects such as education and the roles of developing countries in the Information Society are important to discuss, especially to enable all to actively participate in information processes.

The Fabric of This World

Whether we're buying a pair of jeans, ordering a cup of coffee, selecting a long-distance carrier, applying to college, choosing a doctor, or setting up a 401(k), everyday decisions—both big and small—have become increasingly complex due to the overwhelming abundance of choice with which we are presented. As Americans, we assume that more choice means better options and greater satisfaction. But

beware of excessive choice: choice overload can make you question the decisions you make before you even make them, it can set you up for unrealistically high expectations, and it can make you blame yourself for any and all failures. In the long run, this can lead to decision-making paralysis, anxiety, and perpetual stress. And, in a culture that tells us that there is no excuse for falling short of perfection when your options are limitless, too much choice can lead to clinical depression. In *The Paradox of Choice*, Barry Schwartz explains at what point choice—the hallmark of individual freedom and self-determination that we so cherish—becomes detrimental to our psychological and emotional well-being. In accessible, engaging, and anecdotal prose, Schwartz shows how the dramatic explosion in choice—from the mundane to the profound challenges of balancing career, family, and individual needs—has paradoxically become a problem instead of a solution. Schwartz also shows how our obsession with choice encourages us to seek that which makes us feel worse. By synthesizing current research in the social sciences, Schwartz makes the counter intuitive case that eliminating choices can greatly reduce the stress, anxiety, and busyness of our lives. He offers eleven practical steps on how to limit choices to a manageable number, have the discipline to focus on those that are important and ignore the rest, and ultimately derive greater satisfaction from the choices you have to make.

The Human Choice

A Deeper Truth explains why 9 out of 10 new products fail, the neuroscience behind human choice, and how disruptive successes leverage the fundamental nature of human decision-making. Backed by research across a dozen

disciplines, *A Deeper Truth* explains how genetics and neurology impact perception, behavior, and choice. It also succeeds in providing a comprehensive explanation for disruption even in the arenas where Clayton Christensen himself acknowledges Disruption Theory fails. Filled with stories and anecdotes, this book succeeds at being entertaining while defining the neurological, social, and evolutionary forces that influence our choices to adopt or reject new things. From products to social norms, these forces are reduced to rules that can be readily applied to de-risk innovation, predict how groups will respond, and ensure the success of your next change initiative, new product, startup, or innovation.

Human by Choice

In *Strategies of Compliance with the European Court of Human Rights*, Andreas von Staden looks at the nature of human rights challenges in two enduring liberal democracies—Germany and the United Kingdom. Employing an ambitious data set that covers the compliance status of all European Court of Human Rights judgments rendered until 2015, von Staden presents a cross-national overview of compliance that illustrates a strong correlation between the quality of a country's democracy and the rate at which judgments have met compliance. Tracing the impact of violations in Germany and the United Kingdom specifically, he details how governments, legislators, and domestic judges responded to the court's demands for either financial compensation or changes to laws, policies, and practices. Framing his analysis in the context of the long-standing international relations debate between rationalists who argue that actions are dictated by an actor's preferences and cost-

benefit calculations, and constructivists, who emphasize the influence of norms on behavior, von Staden argues that the question of whether to comply with a judgment needs to be analyzed separately from the question of how to comply. According to von Staden, constructivist reasoning best explains why Germany and the United Kingdom are motivated to comply with the European Court of Human Rights judgments, while rationalist reasoning in most cases accounts for how these countries bring their laws, policies, and practices into sufficient compliance for their cases to be closed. When complying with adverse decisions while also exploiting all available options to minimize their domestic impact, liberal democracies are thus both norm-abiding and rational-instrumentalist at the same time—in other words, they choose their compliance strategies rationally within the normative constraint of having to comply with the Court's judgments.

Divine Causality and Human Free Choice

R.J. Matava explains physical premotion as defended by Báñez in the *Controversy de Auxiliis*. Finding the critiques of Báñez and Molina convincing, Matava argues for an alternative rooted in Aquinas's teaching on creation.

The Human Use of Animals

Rural development aid in the Third World often fails to provide a way out of inter-household dependencies that can infringe human rights. This study recommends aid to assure minimal survival while preserving freedom of choice.

The Science of Self-Empowerment

This handbook offers the first comprehensive, state-of-the-field guide to past weather and climate and their role in human societies. Bringing together dozens of international specialists from the sciences and humanities, this volume describes the methods, sources, and major findings of historical climate reconstruction and impact research. Its chapters take the reader through each key source of past climate and weather information and each technique of analysis; through each historical period and region of the world; through the major topics of climate and history and core case studies; and finally through the history of climate ideas and science. Using clear, non-technical language, The Palgrave Handbook of Climate History serves as a textbook for students, a reference guide for specialists and an introduction to climate history for scholars and interested readers.

Divine Will and Human Choice

The Quest to Understand Human Affairs

"Well-intentioned policies can destroy the very resource they are designed to protect when they are inappropriate in scale or context. Like Madison and Tocqueville before him, Vincent Ostrom's writings emerge from a dialogue between practice and reflection, resulting in a bottom-up, polycentric approach to institutional design that avoids the failures of top-down hierarchical models. Each essay is absorbing; through this collection, with thoughtful editorial introductions, Vincent Ostrom's teachings illuminate and inspire."--Jenna Bednar, University of Michigan.

Disaster by Choice

"Government intervention in the institutions of money and banking sowed the seeds of the worldwide asset bubble in the early and mid-2000s, which could only result in a giant crash according to this line of thought. Once the crash had occurred, the recession was prolonged by yet more government intervention in the form of massive deficits, expansion of unemployment payments, and ever more regulations on businesses in the private sector. Only by returning to a genuinely free market, based on the classical liberal notions of private property, civil liberties, and peace among nations, can we return to the prosperity and steady improvement of living conditions that we had come to take for granted. Those who endorse the Austrian analysis believe it is crucial to spread this message, not just to academics, but to the intelligent layperson as well. That is the primary function of the present volume. It provides an introduction and an invitation to the most important work of arguably the most important Austrian economist"--

A Critical Human Error

ISSUES IN BIOMEDICAL ETHICS General Editors: John Harris, University of Manchester; Soren Holm, University of Copenhagen. Consulting Editor: Ranaan Gillon, Director, Imperial College Health Service, London. North American Consulting Editor: Bonnie Steinbock, Professor of Philosophy, SUNY, Albany. The late twentieth century has witnessed dramatic technological developments in biomedical science and the delivery of health care, and these developments have brought with them important social changes. All too often ethical analysis has lagged behind these changes. The

purpose of this series is to provide lively, up-to-date, and authoritative studies for the increasingly large and diverse readership concerned with issues in biomedical ethics--not just healthcare trainees and professionals, but also social scientists, philosophers, lawyers, social workers, and legislators. The series will feature both single-author and multi-author books, short and accessible enough to be widely read, each of them focused on an issue of outstanding current importance and interest. Philosophers, doctors, and lawyers from several countries already feature among the authors lined up for the series. It promises to become the leading channel for the best original work in this burgeoning field. this volume: *The Future of Human Reproduction* brings together new work, by an international group of contributors from various fields and perspectives, on ethical, social, and legal issues raised by recent advances in reproductive technology. These advances have put us in a position to choose what kinds of children and parents there should be; the aim of the essays is to illuminate how we should deal with these possibilities for choice. Topics discussed include gender and race selection, genetic engineering, fertility treatment, ovarian tissue transfer, and post-menopausal pregnancy. The central focus of the volume is the interface between reproductive choice and public regulation. 'The Future of Human Reproduction is a roadmap for twenty-first century reproductive technologies written by leading thinkers in the field for philosophers, policy makers, and clinicians. However, it will perhaps be equally useful for parents and other members of our most important social institutions, as we struggle to cope with the rapidly changing reproductive horizon.' Glenn McGee, University of Pennsylvania Center for Bioethics

Hand in Hand

Divine Causality and Human Free Choice

In this 2nd edition of *The Business of Choice*, expert author and consultant Matthew Willcox explores the science of influencing choice, bringing together the work of thousands of behavioral scientists and practitioners. Cutting to the heart of the science, Willcox helps you apply this to your own marketing and brand strategies.

The Business of Choice

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