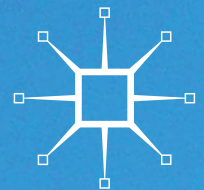


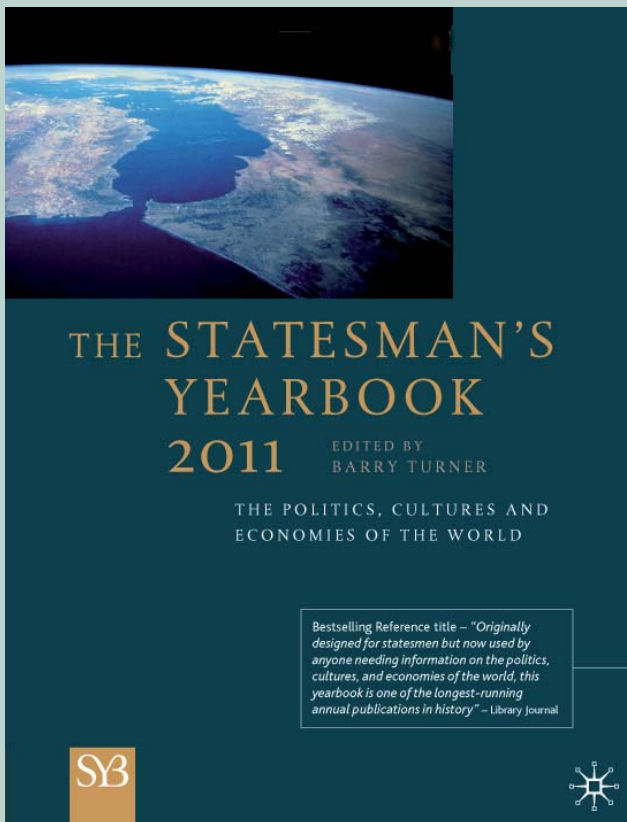
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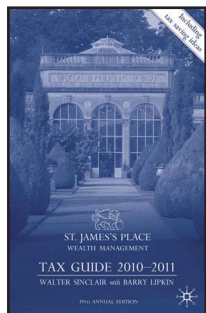
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ACCOUNTANCY

HIGHLIGHT

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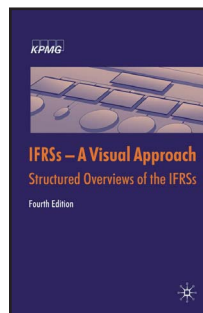
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Ethnic Identity and Development

Khat and Social Change in Africa

Susan Beckerleg, *Senior Research Fellow, University of Warwick, UK; affiliated to the London School of Hygiene and Tropical Medicine*

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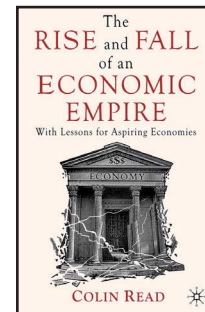
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HIGHLIGHT

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Colin Read, *Professor of Economics and Finance, State University of New York, USA*

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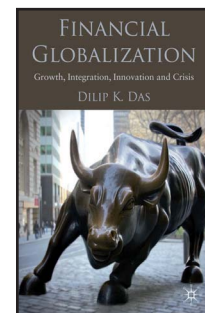
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Darek Klonowski, Professor of Business Administration, Brandon University, Canada

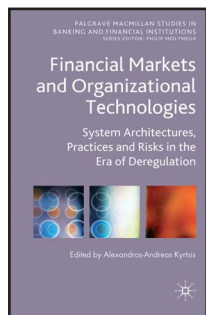
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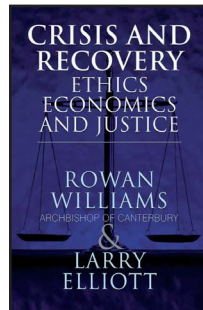
BUSINESS AND MANAGEMENT

BUSINESS ETHICS

HIGHLIGHT

Crisis and Recovery

Ethics Economics and Justice



Rowan Williams, Archbishop of Canterbury, is first and foremost the Bishop in the Diocese of Canterbury, but is acknowledged internationally as an outstanding theological writer, scholar and teacher and **Larry Elliott** has been at the *Guardian* since 1988 and is the paper's economics editor and co-author of three books with Dan Atkinson

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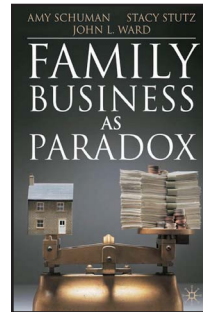
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**ENTREPRENEURSHIP
AND SMALL BUSINESS**

HIGHLIGHT

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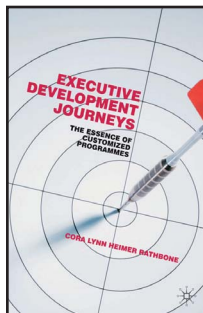
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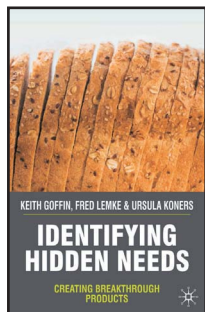
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INNOVATION

HIGHLIGHT

Identifying Hidden Needs

Creating Breakthrough Products



Keith Goffin, *Professor of Innovation and New Product Development, Cranfield School of Management, UK*, **Fred Lemke**, *Assistant Professor of Marketing, Alliant International University, USA*; **Founder, Hidden Needs Business Consulting and Ursula Koners**, *Visiting Research Fellow, Cranfield School of Management, UK*; **Senior Manager, S. Siedle & Söhne OHG, Germany**

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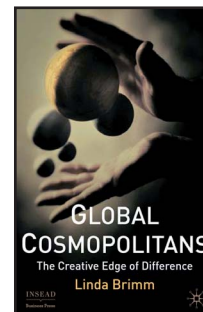
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INTERNATIONAL BUSINESS

HIGHLIGHT

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Linda Brimm, *Professor Emeritus of Organizational Behaviour, INSEAD, France*

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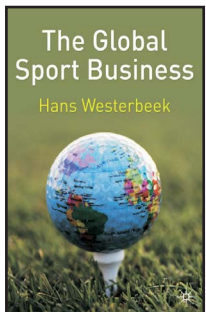
group and it provides tools for readers to discover their own inner competitive edge.

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Hans Westerbeek,
Consultant, Manage to
Manage Australasia Pty Ltd,
Australia

Focusing on sport management and business in relation to current developments, insights and also with a specific focus on emerging sport business economies.

Contents: The Emergence of Sport Business / Drivers of Globalisation / Drivers

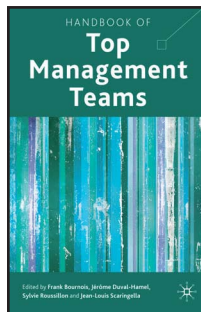
of Sport Globalisation / Structure of the Global Sport Industry / Sport and Economy / Sport and (New) Technology / Sport and Culture / The Future of Sport Business / Different Scenarios for the Future of Sport / Epilogue

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MANAGEMENT AND LEADERSHIP

HIGHLIGHT

Handbook of Top Management Teams



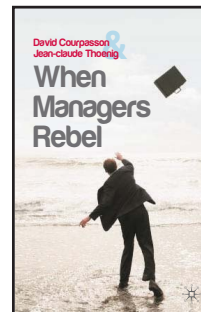
Edited by Frank Bournois, Professor; Director, CIIPOP, Panthéon-Assas University, France, Jérôme Duval-Hamel, Professor of teaching strategy at several universities, Sylvie Roussillon, Professor of Personal Development, EM Lyon, France and Jean-Louis Scaringella, Vice-President, Paris Chamber of Commerce and Industry

Questions of company governance have been examined over the years, but this has generally been in areas concerning shareholders. Meanwhile the management team and board of directors remain comparatively unexplored. This book has been written to provide a way into this relatively unknown world of executive committees.

Contents: Introduction / Who are Managers? / Where do Managers Come From? / What do Managers Do? / In What Context do Managers Evolve?

September 2010 650pp 234x156mm
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When Managers Rebel



David Courpasson,
Professor in Organizational
Sociology, EMLYON
Business School, France and
Jean-Claude Thoenig,
Professor of Sociology of
Organizations; Formerly
Dean, INSEAD, France

Employee and manager rebellions occur more often than you might think. This book argues how important it is to take these protests seriously.

The authors demonstrate that when middle managers rebel, they aren't just letting off steam, and that their acts of creative protest can even produce benefits for their companies. Rebellion can pay off!

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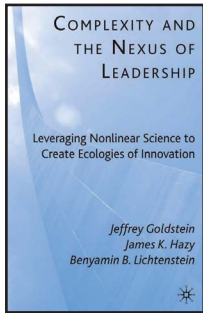
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Complexity and the Nexus of Leadership

Leveraging Nonlinear Science to Create Ecologies of Innovation



Jeffrey Goldstein, Full Professor, School of Business, Adelphi University, USA, **James K. Hazy**, Founder; CEO of Leadership Science, LLC. and **Benyamin B. Lichtenstein**, Assistant Professor of Management and Entrepreneurship, University of Massachusetts, USA

The authors present a new approach to leadership based on findings from

complexity science. Integrating real case studies with rigorous research results, they explore the biggest challenges being faced in fast-paced organizations, and provide a host of concrete tools for leading during critical periods.

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July 2010	224pp	234x156mm
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Executive Greed

Examining Business Failures that Contributed to the Economic Crisis

Vinay B. Kothari, Regents' Professor Emeritus, College of Business, Stephen F. Austin State University, USA

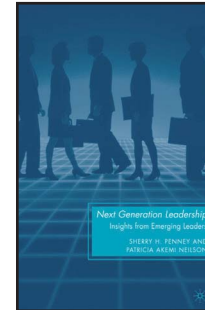
By looking at the three most recent economic crises, the S&L crisis, the dot-com bubble, and the recent subprime mortgage disaster, the author explains why and how corporate managers led their organizations toward disasters in the long-run.

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August 2010	224pp	234x156mm
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Next Generation Leadership

Insights from Emerging Leaders



Sherry H. Penney, Professor of Leadership and **Patricia Akemi Neilsen**, Director, Centre for Collaborative Leadership, both at College of Management, University of Massachusetts, USA

This book brings together the stories and ideas of the future from a survey of nearly 300 emerging leaders to get their points of view and thoughts about how organizations

need to change in order to develop effective leaders of tomorrow.

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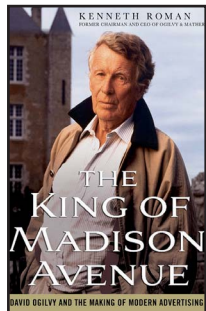
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MARKETING AND BRANDING

HIGHLIGHT

The King of Madison Avenue

David Ogilvy and the Making of Modern Advertising



Kenneth Roman, formerly Chairman and CEO of Ogilvy & Mather

'Roman has written a fine book on his former boss. He has a gem of a subject and, as well as a fund of anecdotes, he provides a clear-eyed, unsentimental portrait of a brilliant tyrant.' - *Financial Times*

This biography traces Ogilvy's remarkable life, from his short-lived college education and undercover work during World War II to his many successful years in New York advertising. He redefined the advertising world, inspiring countless people to devote their lives to it. The book includes a wealth of photographs, recordings and archive papers.

Contents: Author's Note: Me and David / Introduction: The King of Madison Avenue / An Eccentric Celtic Mixture / 'I Failed Every Exam' / The Making of a Salesman / Who was Mather? / Lucre in America / The Farmer and the Spy / Big Idea / The Philosopher Kings / The True Church / The King in his Castle / Megamergers and Megalomaniacs / A Disease called Entertainment / The Burr of Singularity / Afterword: (More) Unpublished David Ogilvy / Source Notes / Bibliography / Acknowledgments / Index

July 2010 304pp 234x156mm
8pp. b/w photographs
Paperback £11.99 978-0-230-10036-7

Consumed

Rethinking Business in the Era of Mindfulness

Andrew Benett, co-CEO of Marketing Communications Agency Euro RSCG NY; Global Chief Strategy Officer of Euro RSCG Worldwide. In 2009, Benett was named to Crain's New York Business's '40 Under 40' and Ann O'Reilly, Strategic Planner; Editorial Director, Euro RSCG Worldwide's Knowledge Exchange

Consumed is a forward-thinking look at how shoppers, and consumption, have changed, now and for the foreseeable future, and how businesses must rethink their strategies in order to thrive in this new economic landscape.

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Brand Champions

How Superheroes bring Brands to Life

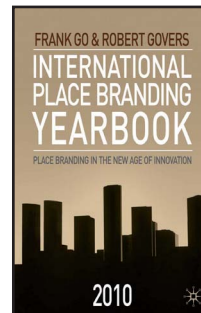
Ian P Buckingham, Partner; Co-founder, Bring Yourself 2 Work, UK

A case-study based guide which showcases the individuals within organizations who nurture and sustain brands and bring them to life through their everyday performance. Critical enough to remain credible yet overwhelmingly positive, it is a charismatic illustration of how to achieve true brand engagement.

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International Place Branding Yearbook 2010



Place Branding in the New Age of Innovation

Frank Go, Professor; Director, Centre for Tourism Management, Rotterdam School of Management (RSM), Erasmus University and Robert Govers, Adjunct Associate Professor, holding the Visit Flanders Chair in Tourism Management of the Consortium University of Leuven, Belgium, where he was also Project Manager at the Flemish Center for Tourism Policy Studies

The *International Place Branding Yearbook 2010* examines the case for applying brand and marketing strategies and tactics to the economic, social, political and cultural development of places such as communities, villages, towns, cities, regions, countries, academic institutions and other locations to help them compete in the global, national and local markets.

Contents: PART I: PLACE BRANDING: INTRODUCTORY OVERVIEW CHAPTER / PART 2: SECTION OF CHAPTERS ON SELECTED PLACE CASE STUDIES / PART 3: SECTION OF CHAPTERS ON PARTICULAR THEMES

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Integrated Brand Marketing and Measuring Returns

Edited by Philip J. Kitchen, Professor of Strategic Marketing, Business School, University of Hull, UK

A successful marketing manager needs to be able to use different media channels to reach specific audiences, and know through campaign research and evaluation, how the component parts of integrated brand marketing are working. This book explores this criteria.

Contents: Integrated Brand Marketing and Measuring Returns - An Introduction; P.J.Kitchen / Brand Valuation and IMC; J.Seddon / Marketing Communication Measurement in a Transformational Marketplace; D.E.Schultz / Marketing Mix Modelling and Return on Investment; P.Cain / The Secret of Successful Integrated Communication: Integrated Teams and ROI; K.Walsh / Measuring Media Audiences and Using Media Research; M.Balnaves

August 2010 176pp 216x138mm
58 figures and 6 tables
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OPERATIONS MANAGEMENT

Early Project Appraisal

Making the Initial Choices

Knud Samset, Professor, The Norwegian University of Science and Technology, Norway

Focussing on turning an initial idea into a project with a successful outcome, this book fills a gap in current literature on project management and is thoroughly grounded in the latest research in this field. It emphasizes the practical application of decision making based on qualitative and judgmental information.

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July 2010 224pp 216x138mm
92 figures and 16 tables
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FIRST ANNOUNCEMENT

Vested Outsourcing

Five Rules That Will Transform Outsourcing



Kate Vitasek, Founder; Managing Partner, Supply Chain Visions; Faculty Member, University of Tennessee, Centre for Executive Education, USA, Mike Ledyard, Veteran Executive of International Sourcing, Manufacture, and Importation and Karl Manrodt Professor, Georgia Southern University, USA

Progressive companies and university programs have recently begun to rethink outsourcing models. In *Vested Outsourcing*, thought-leader Kate Vitasek has created a model that will improve outsourcing procedures much the way Six Sigma and Lean improved production processes in the 80's and 90's.

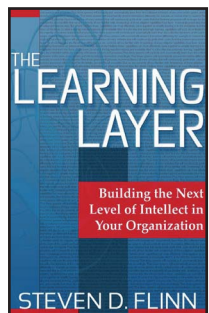
Contents: The Whole Nine Yards / The History of Outsourcing: Lessons Learned / The 10 Viruses in Non-Vested Outsourcing or Conventional vs. Traditional Outsourcing / Changing the Game / Game Theory / Economics of Innovation / Lay the Ground Work / Understand the Business / Align Interests / Establish the Contract / Manage the Performance

February 2010 208pp 234x156mm
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ORGANIZATION STUDIES

The Learning Layer

Building the Next Level of Intellect in Your Organization



Steven D. Flinn, *Founder; CEO, ManyWorlds, Inc.*

The author draws on his experience and expertise as a Senior Global Executive, CIO, Strategist, Scientist, and Inventor, to provide an in-depth look at the 'learning layer' a new business phenomenon that merges people and systems into a whole new operation and how it will transform the

performance of any organization.

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The Role of Large Enterprises in Democracy and Society

Edited by Barbara Fryzel, *Associate Professor, Jagiellonian University, Krakow, Poland* and Paul H. Dembinski, *Director, Observatoire de la Finance, Switzerland*

Uses both political and democratic studies perspectives as well as economic, philosophical and managerial to provide a practical insight into the issues like the extensive economic power of large enterprises and changing balance of power between public and private sector, regulation and the governance of large private entities.

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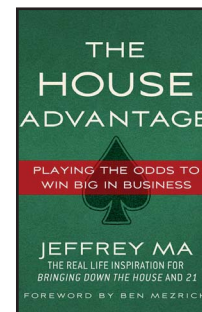
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STRATEGY

HIGHLIGHT

The House Advantage

Playing the Odds to Win Big In Business



Jeffrey Ma, *formerly a Member of the MIT Blackjack Team, which utilized sophisticated card-counting strategies to beat casinos at blackjack worldwide in the mid-1990s, and was the basis for the main character of the book Bringing Down the House and the film 21. He has been the technology lead for two internet startups and was an options trader on the Chicago Board of Options*

Exchange. He co-founded PROTRADE, a sports stock market website, and consults for professional sports teams including the Portland Trail Blazers and the San Francisco 49ers

Foreword by Ben Mezrich

From the genius card counter who inspired the hit film *21* and the worldwide bestseller, *Bringing down the House*, this intriguing book reveals the mathematical secrets behind Jeff Ma's success and how to use his techniques to hit the jackpot in business.

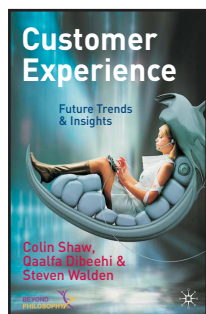
Contents: Introduction: Defining the Statistical Revolution / The Rise of Data and the Essence of Card Counting / Challenging Assumptions... / Creative Use of Numbers: The Movement to Measure Every Thing... / How to Build Consensus... / Danger with Numbers: Getting Fooled... / Greed is Bad... / The Curse of Numbers... / Looking at the Big Picture... / The Next Ten Years

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HIGHLIGHT

Customer Experience

Future Trends & Insights



Colin Shaw, *Founder; CEO, Qaalfa Dibeehi*, *Vice President of Consulting and Thought Leadership and Steven Walden*, *Principal Consultant; Head of Research, all at Beyond Philosophy*

The quality of customer experience has become more important in recent times as businesses struggle to differentiate themselves. But what are

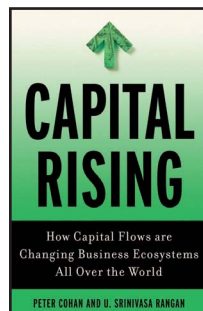
the emerging trends that businesses should focus on today? The authors explore the growing trends that progressive businesses need to understand to give themselves a competitive advantage.

Contents: Emerging Trends in Customer Experience / The Brain in the Customer Experience / Neuro-Business Models / Practical Neuro-Experience for Today / The Future of Neuro-Experience / The New Field of Experience Psychology and its Application / The Core Principles and Benefits / How To Change Your Organization / Over the Next Few Years...The Seeds of Revolution / Embracing the Revolution Through Building Trust / How to Join the Revolution

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Capital Rising

How Capital Flows are Changing Business Systems All over the World



Peter Cohan, *President, Peter S. Cohan and Associates, a Management Consulting and Venture Capital Firm and U. Srinivasa Rangan*, *Associate Professor of Strategy and International Business, Babson College, USA; Holder of the Kingsbury Term Chair*

Capital Rising looks at globalization in a new way, namely, through the

lens of global capital flows. These flows create new opportunities and threats for business - compelling them to rethink fundamental strategic choices such as where to perform activities, which growing industries to invest and how to manage mature businesses.

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The Future of Decision Making

How Revolutionary Software Can Improve the Ability to Decide

Roger C. Schank, *Executive Director; Founder, Engines for Education, Inc.; Chairman, CEO, Socratic Arts, Inc., Dimitris Lyras*, *Founder, Ulysses-Systems, a leader in maritime industry management software and Elliot Soloway*, *Arthur F. Thurnau Professor, University of Michigan, USA*

We now possess the capability to make great business decisions in even the most difficult situations with the use of today's advanced software capability. The authors, who are experts in the field, explain the new science of decision-making and offer examples and advice that will enable readers put it to use in their organizations.

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The Green Workplace

Sustainable Strategies that Benefit Employees, the Environment, and the Bottom Line

Leigh Stringer, LEED® Accredited Professional; Vice President, HOK, a global architectural firm and industry leader in sustainability

'This is one of the most useful books I have ever read - Leigh Stringer has taken on 'green' in the most holistic of ways. To inform, educate and inspire while at the same time reeling off fact after fact, and idea after idea, is no mean achievement, but that she did so in a way that is eminently readable is a wonderful bonus. Stringer's passion and enthusiasm for the subject is infectious; no contemporary business organization should be without this book.' - Chris Hood, Program Manager, the HP Workplace

The manager's guide to building a green workplace that benefits the environment, the financial bottom line, and the individual employee.

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Night and the City

Andrew Pulver, *Film Editor, Guardian newspaper; Formerly Film Editor, Guardian Guide (1993); Deputy Film Editor, City Limits magazine. He is a contributor to Time Out, the New Statesman, the Times Literary Supplement, Sight and Sound, The List and Projections, among other publications. Pulver's short film, A Fever in the Blood, adapted from a story by Ethan Coen, won the 2002 Kodak-Bafta Award.*

Night and the City (1950), directed by Jules Dassin and starring Richard Widmark, is the compelling story of a hoodlum on the make in postwar London. Andrew Pulver's study of the film traces the film's production history and places it in the context of British film noir and the urban mythology of its West End setting.

Contents: Acknowledgements / Introduction / The Making of *Night & the City* / *Night & the City* as British Noir / The Psychogeography of *Night & the City* / Credits

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With an introduction by Geoff Andrew, Head of Film Programme, BFI Southbank; formerly Film Editor of *Time Out London*

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Jean-Luc Godard

Richard Roud, (6 July 1929 - 13 February 1989) American Writer on Film and Co-founder, with Amos Vogel, and a former Program Director and latterly Director of the New York Film Festival from 1963 to 1987. With an introduction by Michael Temple, Senior Lecturer in History and Theory of Cinema, Birkbeck College, University of London, UK

Richard Roud's seminal study of the director Jean-Luc Godard places the director in the context of modern European cinema, on which Godard's work has been hugely influential, and considers Godard's 'political' cinema, including the ferocious masterpiece 'Weekend'.

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Richard Dyer, *formerly, Chair, Community Radio Association, UK*

The great Italian composer Nino Rota wrote some of the loveliest and most beloved of all film music, including *The Godfather* trilogy, Zeffirelli's Shakespeares and Fellini's masterpieces *8 1/2* and *La Dolce Vita*. Richard Dyer's study of Rota's life and work provides a detailed account of Rota's aesthetic and of his unique genius.

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September 2010	256pp	234x172mm
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A Long Hard Look at Psycho

Raymond Durngat, (1932 - 2002) *was the author of many groundbreaking books about the cinema. Educated at the University of Cambridge and the Slade School of Art, he went on to hold teaching positions at St Martins School of Art, the Royal College of Art and the University of East London, as well as visiting professorships at Columbia University, the University of California and Dartmouth College.*

With an introduction by Henry Miller, Film Critic and Writer

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Deborah Jermyn, *Reader in Film and Television, Roehampton University, UK*

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Jon Lewis, *Professor, Department of English, Oregon State University, USA*

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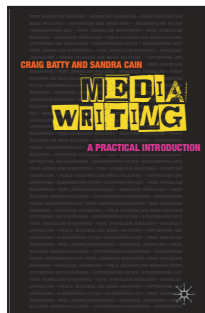
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CULTURE AND MEDIA

HIGHLIGHT

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A Practical Introduction



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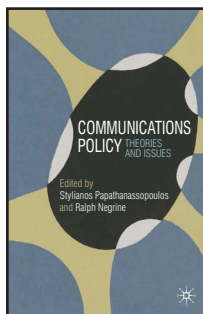
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HIGHLIGHT

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Edited by **Stylianos Papathanassopoulos**, Professor of Communication, University of Athens, Greece and **Ralph Negrine**, Professor of Political Communication, University of Sheffield, UK

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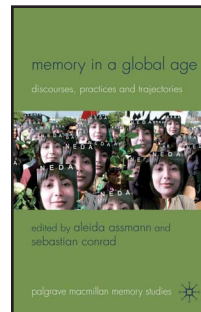
to introduce key debates and developments in communications policy. With contributions from leading scholars, this book is key reading for all students, researchers and policy makers.

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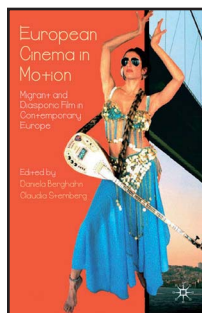
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European Cinema in Motion

Migrant and Diasporic Film in Contemporary Europe



Edited by Daniela Berghahn, Reader in Film Studies, Royal Holloway, University of London, UK and Claudia Sternberg, Lecturer in Cultural Studies, University of Leeds, UK

This collection brings together international experts on the cinema of migration and diaspora in post-colonial and post-national Europe. It offers a comprehensive theoretical and analytical

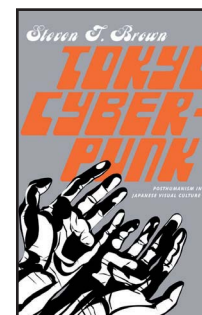
discussion of a highly productive creative sector and documents the spectrum of this area of exploration in European, transnational and World Cinema studies.

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Posthumanism in Japanese Visual Culture



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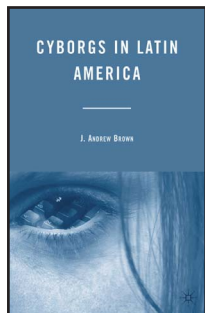
Engaging some of the most canonical and thought-provoking anime, manga, and science fiction films, *Tokyo Cyberpunk* offers insightful analysis of Japanese visual culture. Stephen Brown draws new conclusions about

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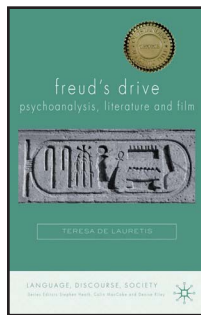
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CHOICE Outstanding Academic Title for 2009

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Edited by Louisa Hadley, *Tutor in English Literature, Concordia University, Canada* and Elizabeth Ho, *Assistant Professor of English, Ursinus College, USA*

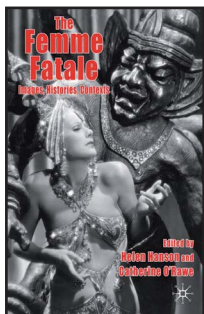
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The Femme Fatale: Images, Histories, Contexts



Edited by Helen Hanson, Lecturer in Film, University of Exeter, UK and Catherine O'Rawe, Senior Lecturer, Department of Italian, University of Bristol, UK

These essays trace the *femme fatale* across literature, visual culture and cinema, exploring the ways in which fatal femininity has been imagined in different cultural contexts and historical epochs, and

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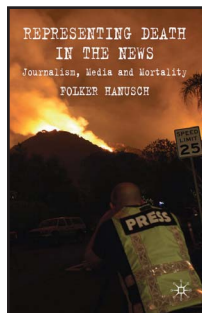
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Representing Death in the News

Journalism, Media and Mortality



Folker Hanusch, Lecturer, University of the Sunshine Coast, Australia

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Culture and Ideology in the 1990s

Edited by Ariana Hernandez-Reguant, Assistant Professor of Communication, University of California, USA

'Those readers, who, like me, lived in Cuba during the austere Special Period, will find echoes of their own experiences. However, those who have never even visited the island will also discover a great deal in the rich details of these essays. This specificity is the book's strength - in providing rich detail.' - Helen Yaffe, *Journal of Cuban Studies*

This collection examines Cuban cultural production during the Special Period of the 1990s, following the collapse of the Soviet bloc. Contributors address the cultural forms; and the associated ethics and practices of labor, leisure, and bureaucratic organization that arose in the transformation of the socialist cultural infrastructure.

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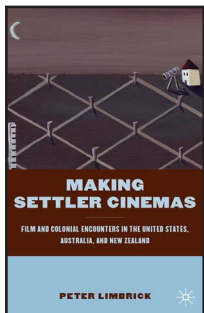
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New Concepts in Latino American Cultures Series Editors: Licia Fiol-Matta and José Quiroga
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Making Settler Cinemas

Film and Colonial Encounters in the United States, Australia, and New Zealand



Peter Limbrick, *Assistant Professor of Film and Digital Media, University of California, USA*

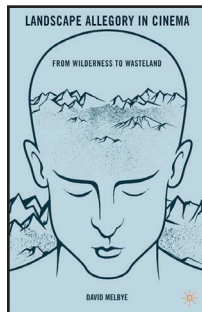
Through a shrewd analysis of the historical experience of imperialism and settler colonialism, Limbrick draws new conclusions about their effect on cinematic production, distribution, reception and filmic discourse.

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Landscape Allegory in Cinema

From Wilderness to Wasteland



David Melbye, *Lecturer, Department of Media and Cultural Studies, University of California, USA*

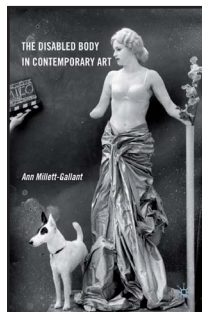
This study seeks to understand the form of cinematic space referred to as 'the landscape of the mind,' in which natural, outdoor settings serve as outward manifestations of characters' inner subjective states.

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The Disabled Body in Contemporary Art



Ann Millett-Gallant, *Lecturer, University of North Carolina, USA*

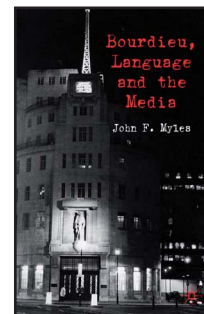
This volume analyzes the representation of disabled and disfigured bodies in contemporary art and its various contexts, from art history to photography to medical displays to the nineteenth- and twentieth-century freak show.

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John F. Myles, *Senior Lecturer in Communication Studies, University of East London, UK*

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3 b/w tables, 8 b/w illustrations and 2 tables
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Old and New Media after Katrina

Edited by Diane Negra, Professor of Film Studies and Screen Culture, University College, Dublin, Republic of Ireland

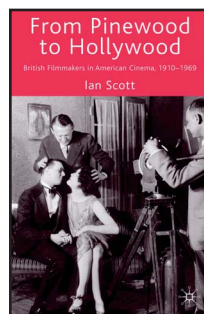
On the 5th anniversary of Hurricane Katrina, this book examines the television coverage of September, 2005, and the manifestation of its legacy in a range of other media forms.

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Ian Scott, Senior Lecturer in American Studies, School of Arts, Histories and Cultures, University of Manchester, UK

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so good I wish it was longer.' - Tom Stempel, Los Angeles City College, USA

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Saturday Night Live, Hollywood Comedy, and American Culture

From Chevy Chase to Tina Fey

Jim Whalley, has taught Film Studies at the University of Salford, Liverpool, John Moores University and University of East Anglia, UK

This book addresses how Saturday Night Live's confrontational, boundary-pushing approach spilled over into film production, contributing to some of the biggest hits in Hollywood history.

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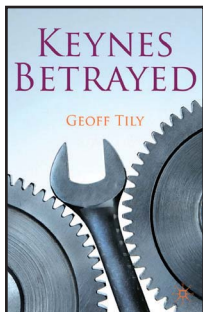
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ECONOMICS

HIGHLIGHT

Keynes Betrayed



Geoff Tily, *The Office for National Statistics, UK*

'...such an important book...not merely another book on the history of Keynes's monetary thought. It provides compelling evidence of where 'Keynesians' of all shades have gone wrong and simultaneously provides them with the ammunition to generalize

what passes for modern monetary theory and macroeconomics. It enables macroeconomists to put Keynes back into Keynesian economics.' - Colin Rogers, University of Adelaide, Australia

This book argues that Keynesian economists have betrayed Keynes' theory and policy conclusions, and that the world has been misled about those policies. Keynesians have focused attention on policies for dealing with effects of economic failure as they arise, whereas Keynes was concerned with the cause and then the prevention of economic failure.

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The Icelandic Financial Crisis

Edited by Robert Z. Aliber, *Professor of International Economics and Finance, University of Chicago Graduate School of Business, USA* and Gylfi Zoega, *Professor of Economics, University of Iceland*

This book brings together contributions from world renowned experts to examine the financial developments in Iceland, and the privatization of the banking system, drawing conclusions from the Icelandic experience for other countries.

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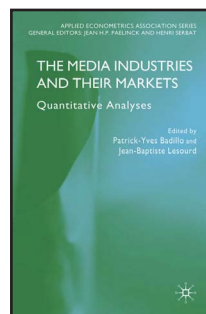
The State Economic Handbook is a new annual reference book profiling the economy, demography, political environment, and business climates for each of the fifty states. This information, gathered from a variety of sources and clearly presented in one volume, will be of great value to researchers, businesses, news media, and government agencies.

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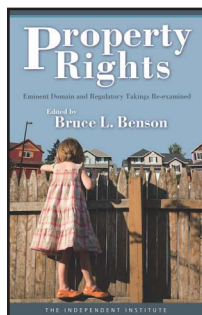
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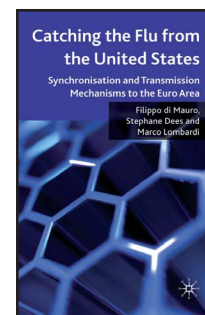
of scholars and practitioners who explore the uses and abuses of eminent domain and regulatory takings.

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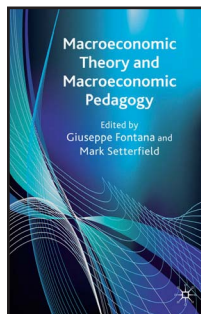
Ricardo Ffrench-Davis, *Department of Economics, University of Chile*

This book provides an in-depth analysis of neo-liberal and progressive economic reforms and policies implemented in Chile since the Pinochet dictatorship. The core thesis of the book is that there is not just 'one Chilean economic model', but that several have been in force since the coup of 1973.

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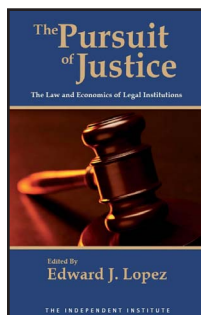
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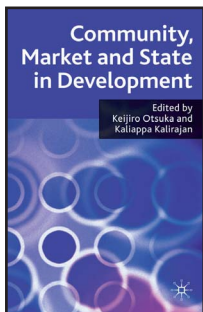
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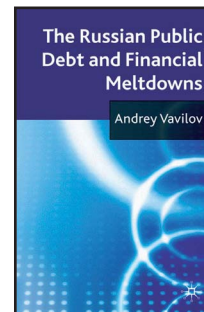
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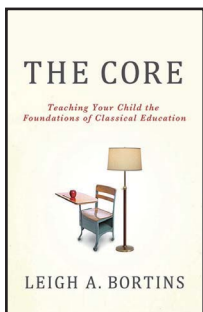
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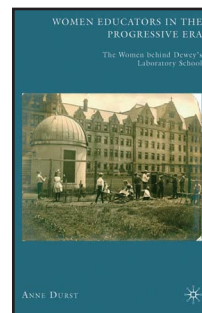
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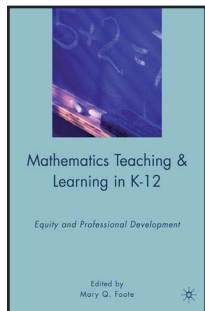
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'Teaching Transformation is a courageous, innovative, and deeply moving book... Everyone interested in pedagogy, multiculturalism, and democracy should buy this book, share it with friends, and make sure it is taught in every classroom in the country.' - Henry Giroux, Global Television Network; Chair Professor, Department of English and Cultural Studies, McMaster University Canada, author of *The University in Chains*

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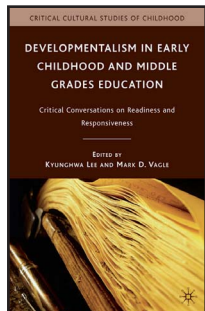
Drawing on indigenous belief systems and recent work in critical 'race' studies and multicultural-feminist theory, Keating provides detailed step-by-step suggestions, based on her own teaching experiences, designed to anticipate students' resistance to social-justice issues and encourage them to change. A holistic approach to theory and practice.

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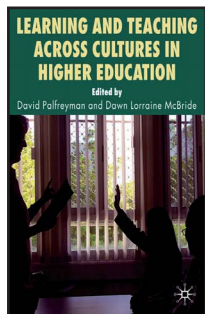
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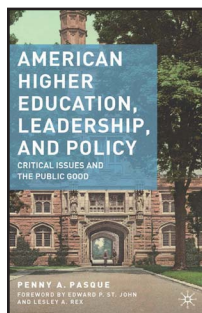
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Penny A. Pasque, Assistant Professor of Adult and Higher Education, University of Oklahoma, USA

Foreword by Edward P. St. John and Lesley A. Rex

In this critical look at contemporary higher education, Pasque argues that if a more thorough understanding of leaders' perspectives is not offered, then the dominant perspectives

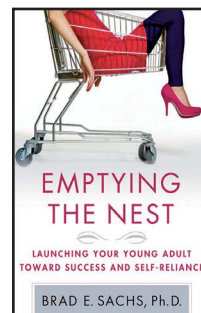
within academic discourse will continue to perpetuate the current ideas of higher education's relationship with society.

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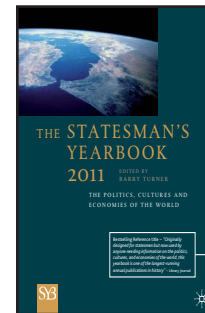
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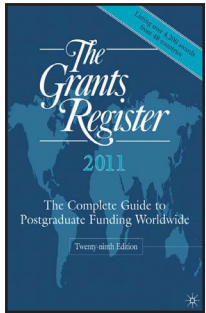
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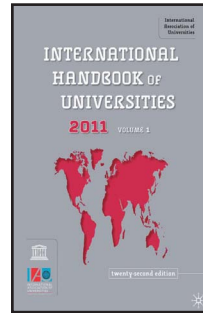
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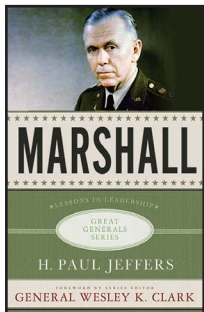
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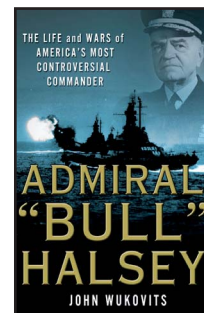
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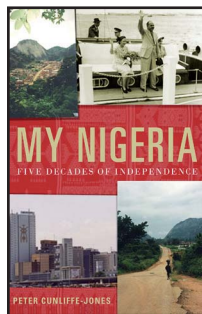
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HIGHLIGHT

My Nigeria

Five Decades of Independence



Peter Cunliffe-Jones, formerly Foreign Correspondent for over twenty years for *The Economist*, *The Independent* and the Paris-based *Agence France Presse* news agency where he is now a Senior Editor. Since 1990 he has reported from western Europe, the Balkans, West Africa and East Asia. He is today the agency's head of English-language multimedia news. From

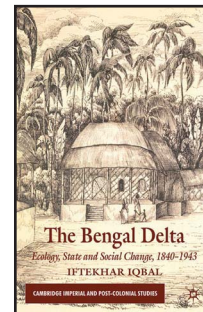
1998–2003 he was AFP Bureau Chief in Lagos, Nigeria

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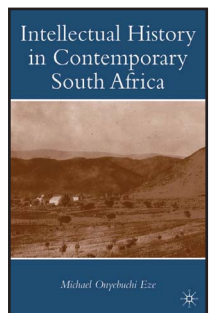
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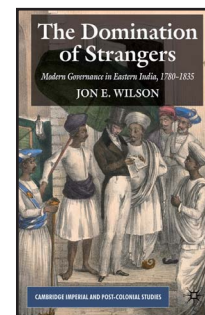
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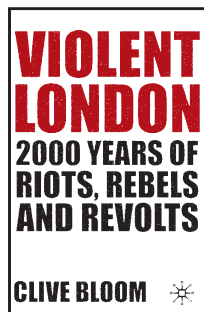
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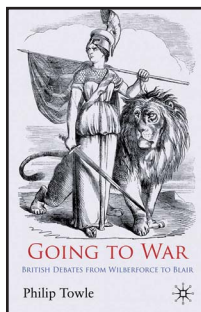
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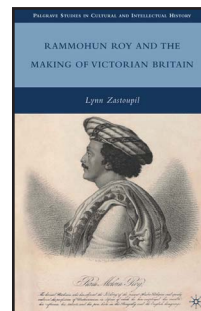
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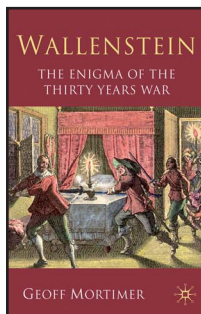
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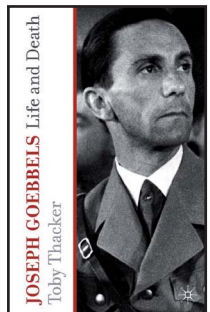
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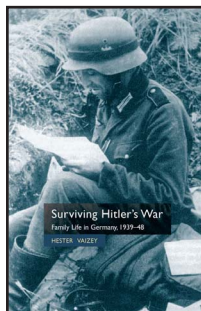
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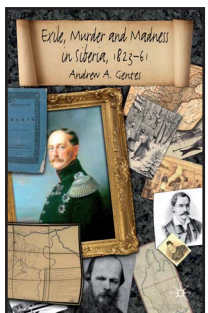
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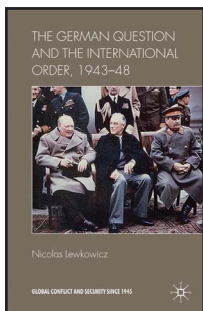
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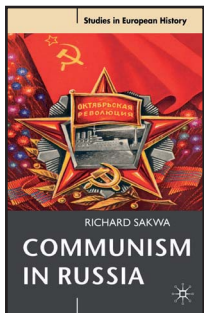
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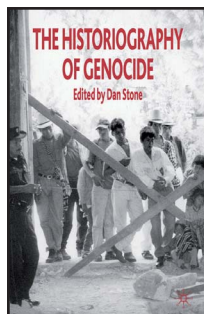
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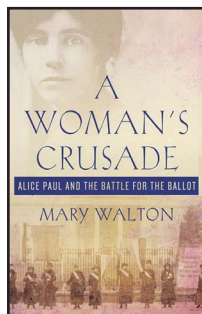
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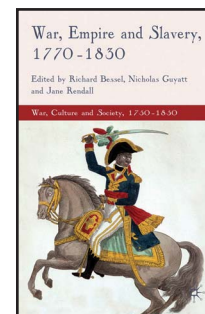
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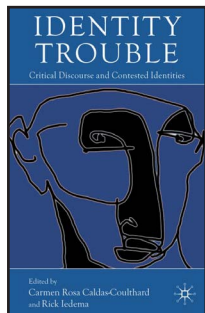
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LANGUAGE AND LINGUISTICS

HIGHLIGHT

Identity Trouble

Critical Discourse and Contested Identities



Edited by **Carmen Rosa Caldas-Coulthard**, *Centre for English Language Studies, University of Birmingham, UK* and **Rick Iedema**, *Faculty of Humanities and Social Sciences, University of Technology, Australia*

Identity Trouble assembles contributions from a variety of discourse fields to discuss the pressures on traditional understandings of identity. The focus is on failures and uncertainties

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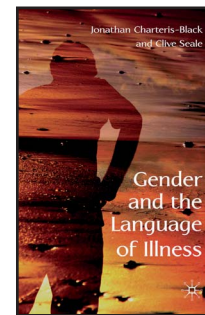
Edited by **Christopher N. Candlin**, *Professor, Department of Linguistics, Macquarie University, Australia* and **Jonathan Crichton**, *Lecturer in Applied Linguistics, University of South Australia*

Exploring a neglected aspect of discourse studies this volume looks at how people are 'discursively constructed' as deficient in ways that may affect their life chances. In this context, a 'deficit' would mean any kind of linguistic disadvantage or lack which affects the individual (s) and their situation.

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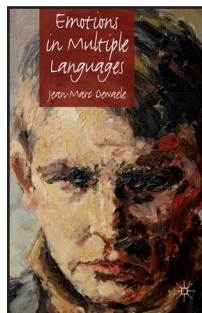
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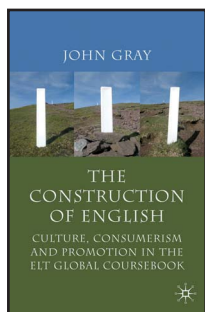
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Culture, Consumerism and Promotion in the ELT Global Coursebook



John Gray, Senior Lecturer in TESOL/Applied Linguistics, University of East London, UK

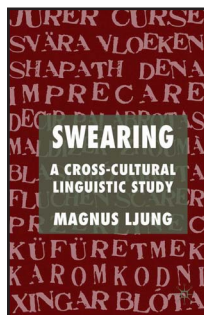
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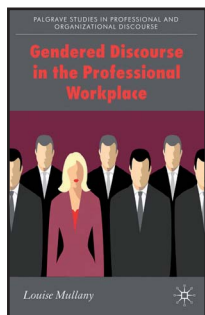
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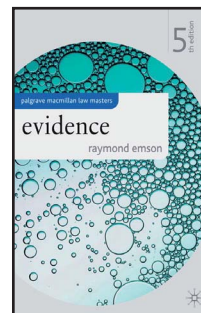
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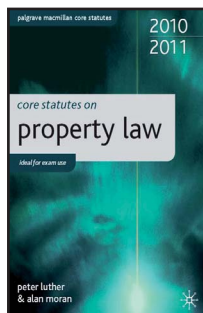
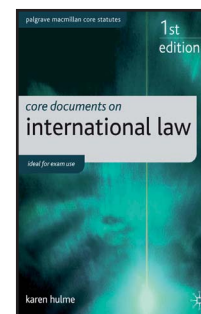
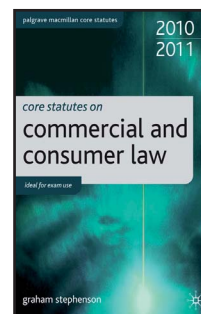
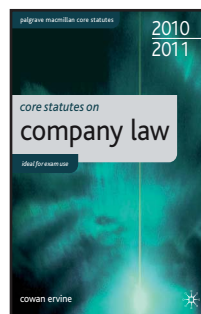
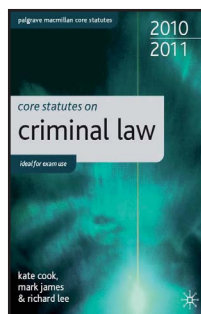
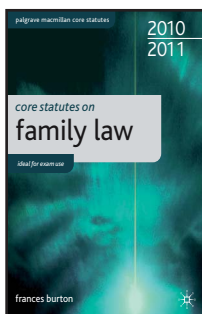
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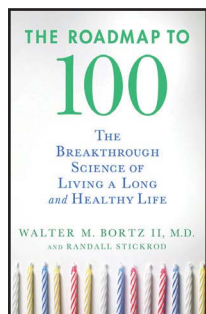
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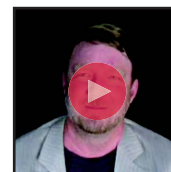
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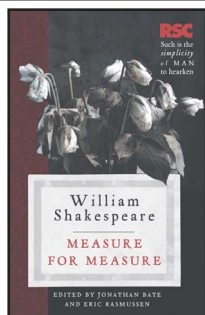
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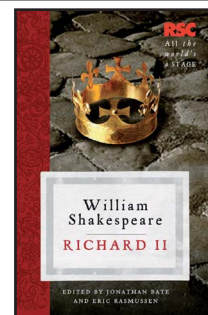
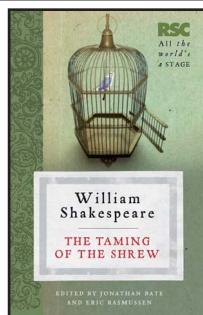


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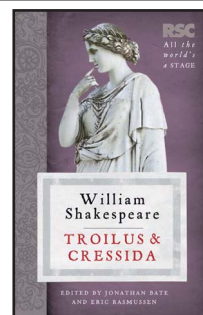


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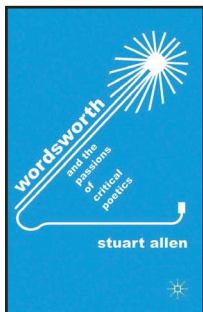
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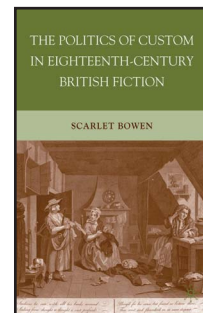
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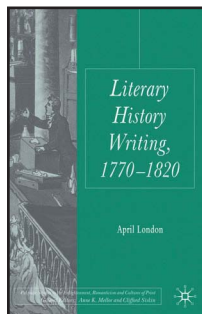
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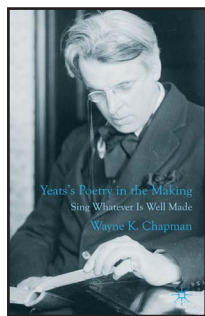
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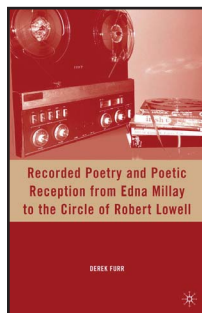
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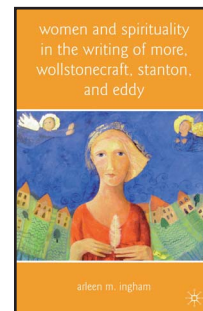
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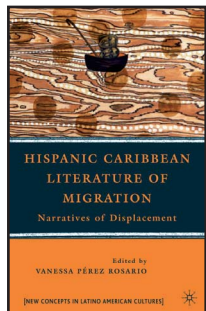
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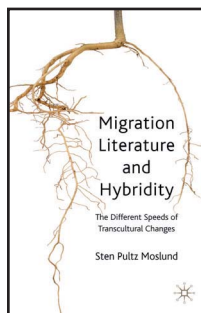
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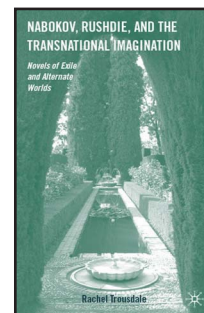
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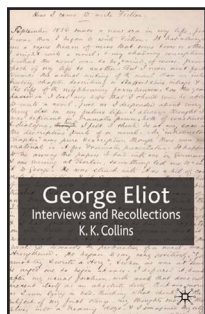
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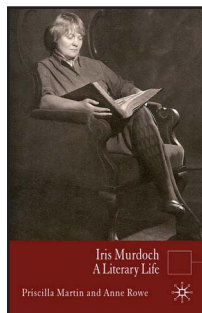
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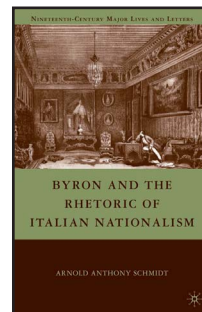
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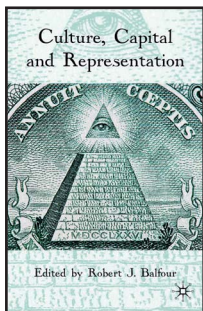
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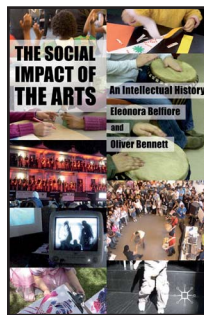
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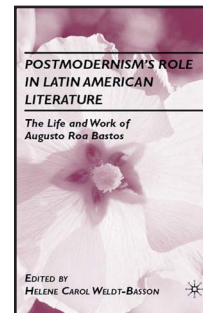
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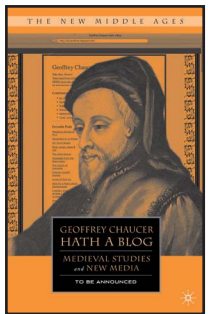
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Author: To Be Announced



Contributors: Geoffrey "LeVostreGC" Chaucer, *blogs at houseoffame.blogspot.com* and is working on a forthcoming poem collecting the 'tales' of a group of pilgrims on the way to Canterbury, **Jeffrey Jerome Cohen**, Associate Professor of English, George Washington University, USA, **Robert W. Hanning**, Professor Emeritus of English, Columbia University, USA and **Bonnie Wheeler**, Professor of English, Southern Methodist University where she directs the Medieval Studies Program

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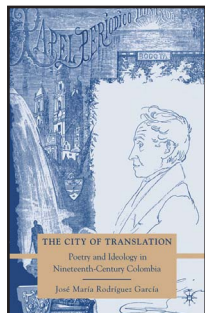
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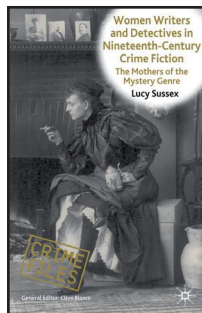
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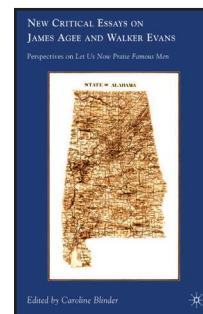
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Matts G. Djos, Professor of English, Mesa State University, USA

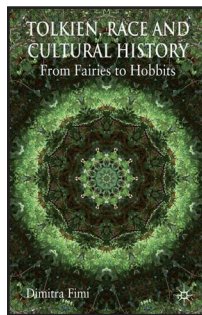
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The Correspondence

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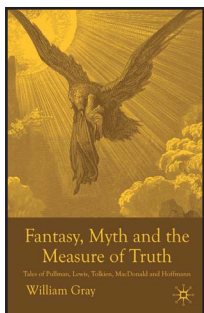
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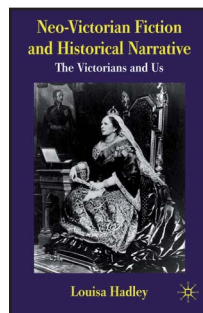
This book, now in paperback, shows how the fantasy tradition culminating in Pullman's *His Dark Materials* inherits the Romantic quest to transpose spiritual and moral values, once the prerogative of organized religion, into new myths. Wary of escapist fantasy, it explores how stories can generate a new vision.

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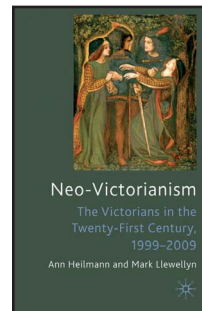
context and the context of Victorian historical and literary narratives.

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This study explores the concept of fetishism as a strategy for expressing social and political discontent in American literature, and for negotiating traumatic experiences particular to the second half of the twentieth century.

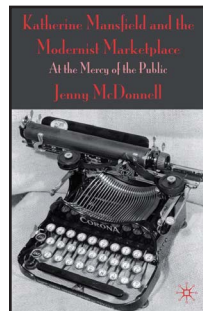
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Katherine Mansfield and the Modernist Marketplace

At the Mercy of the Public



Jenny McDonnell, Teaching
Assistant, Trinity College
Dublin, Republic of Ireland

'This important new study on Katherine Mansfield, although of interest to the widely-read Mansfield scholar, will also have broad appeal to the non-specialist, offering an excellent introduction - aided by its chronological

life and short story output.' - Gerri Kimber,
Associate Lecturer, Open University, UK

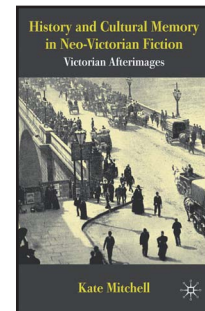
Katherine Mansfield had a career-long engagement with the literary marketplace from the age of eighteen. This book examines how she developed as a writer within a range of book and periodical publishing contexts, reconsidering her writing's enactment of a commercially viable modern aesthetic in her experimentation with the short story form.

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History and Cultural Memory in Neo-Victorian Fiction

Victorian Afterimages



Kate Mitchell, Visiting Fellow
(Research), Australian
National University

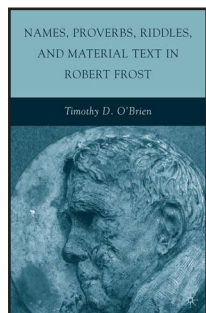
Arguing that neo-Victorian fiction enacts and celebrates cultural memory, this book uses memory discourse to position these novels as dynamic participants in the contemporary historical imaginary. It revises historical fiction's relationship to history and moves critical debates

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Timothy D. O'Brien,
Professor of English, US Naval Academy, USA

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Conflict, Nationhood and Corporeality in Modern Literature

Body-at-War

Edited by **Petra Rau**, *Senior Lecturer in English Literature, University of Portsmouth, UK*

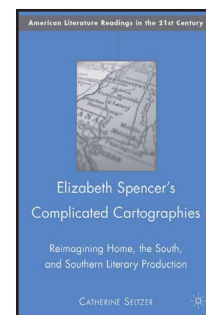
This collection examines ways in which modern literature responds to the body-at-war, examining the effects of violent conflict on the body in its literal and representative forms. Spanning literature from World War I to the present day, it includes essays on pacifist theatre, torture, fascist fantasies, and uniforms and masculinity.

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Beckett's Art of Absence

Rethinking the Void

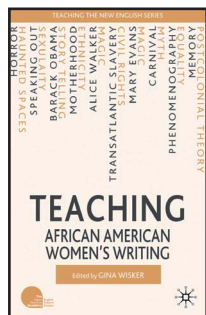
Ciaran Ross, *Professor of Twentieth-Century English and Irish Literature, University of Strasbourg, France*

Using the work of W.Bion and D.Winnicott, this book offers a psychoanalytic study of Beckett's aesthetics of absence. Focusing on the first prose trilogy and *Waiting for Godot*, it offers a critical challenge to accepted viewpoints of Beckett's negative status, not only within psychoanalytic literary criticism, but within Beckett criticism at large.

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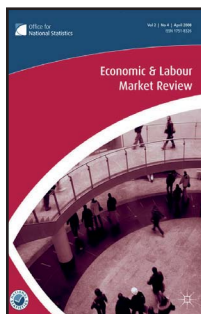
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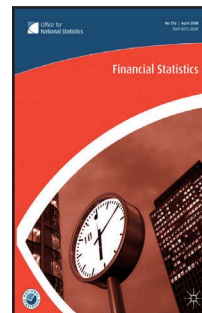
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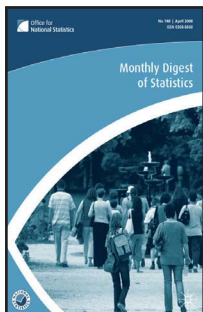
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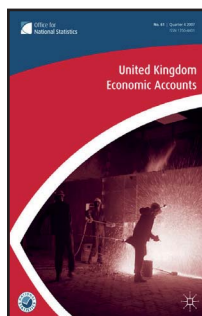
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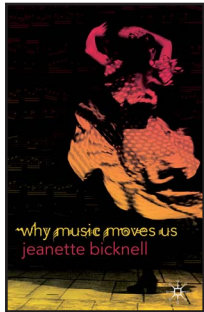
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HIGHLIGHT

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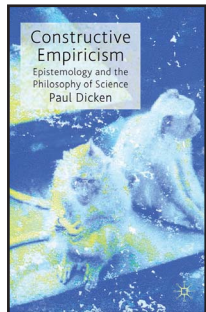
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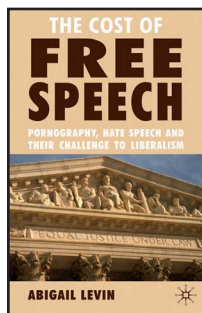
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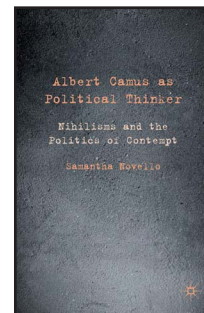
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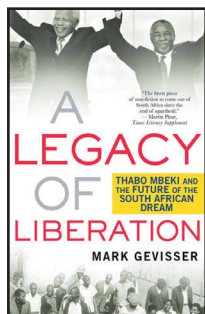
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AFRICAN POLITICS

HIGHLIGHT

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Thabo Mbeki and the Future of the South African Dream



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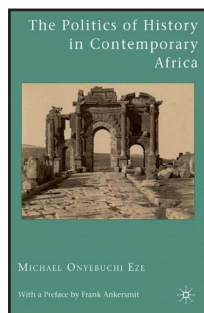
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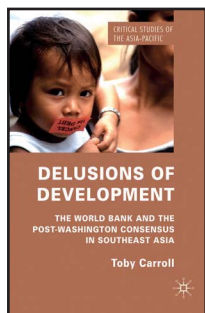
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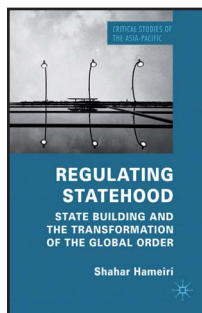
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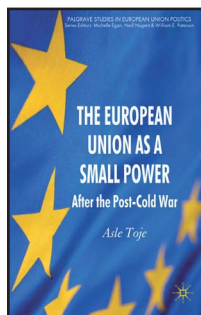
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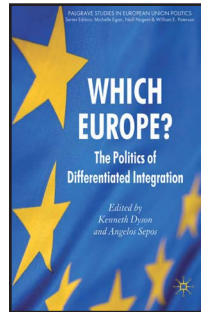
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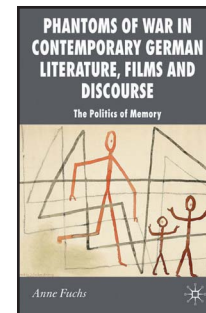
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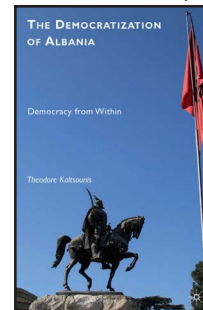
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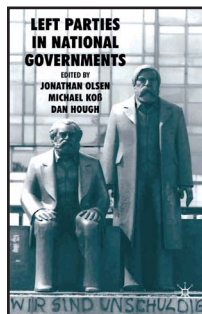
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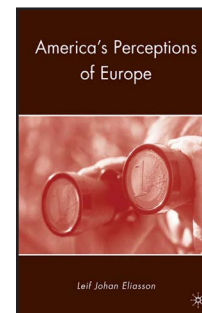
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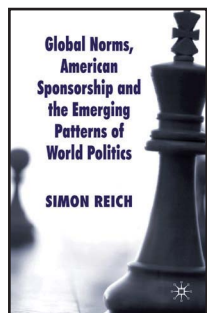
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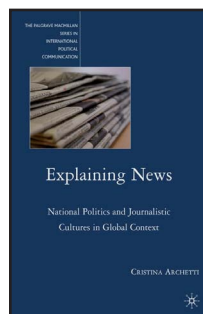
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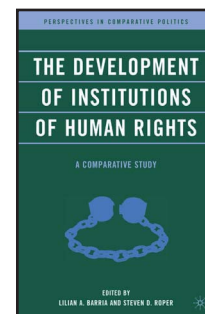
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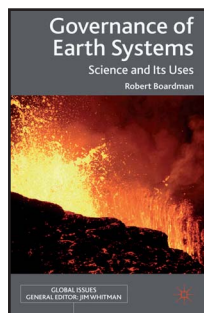
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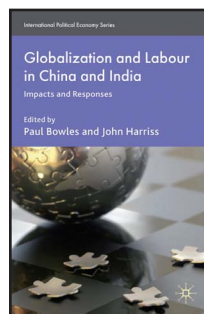
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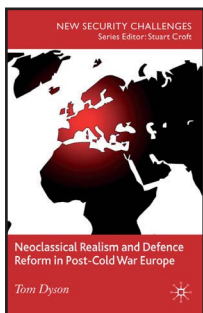
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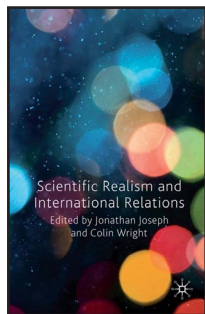
Edited by **Christer Jönsson**, Professor Emeritus, Department of Political Science, Lund University, Sweden and **Jonas Tallberg**, Professor, Department of Political Science, Stockholm University, Sweden

The nature of global governance is changing, as are the standards by which we judge its legitimacy. We are witnessing a gradual and partial shift from inter-state co-operation to more complex forms of governance, involving participation by transnational actors, such as NGOs, party associations, philanthropic foundations and corporations.

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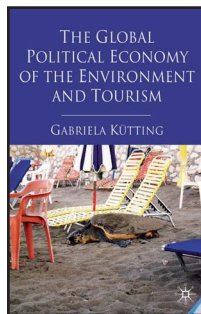
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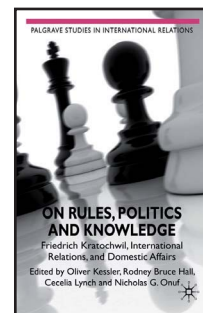
case for studying the role of environmental values in global environmental governance.

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Friedrich Kratochwil, International Relations, and Domestic Affairs



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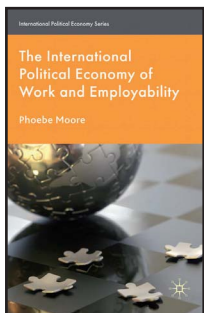
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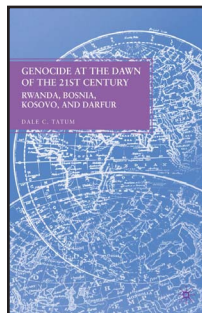
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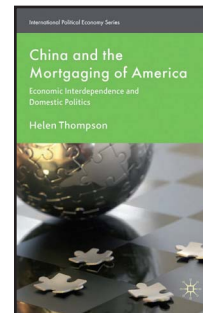
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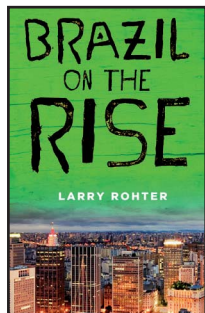
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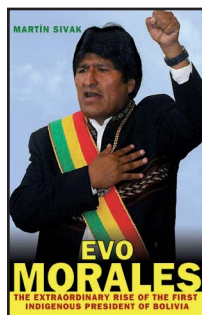
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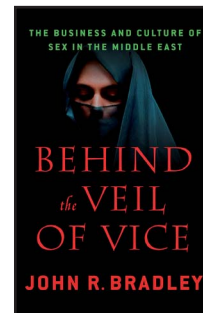
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London Sunday Times, and *The Independent*. He is the author of two previous, critically acclaimed books, *Saudi Arabia Exposed: Inside a Kingdom in Crisis* (Palgrave Macmillan, 2005) and *Inside Egypt: The Land of the Pharaohs on the Brink of a Revolution* (Palgrave Macmillan, 2008)

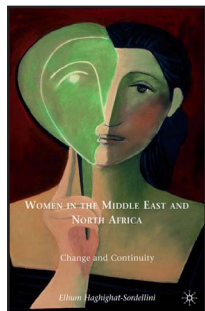
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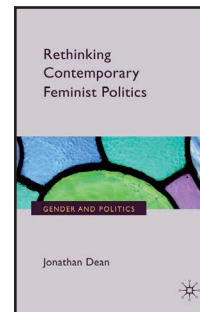
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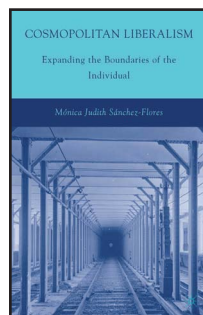
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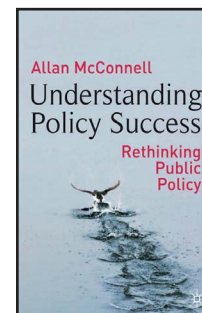
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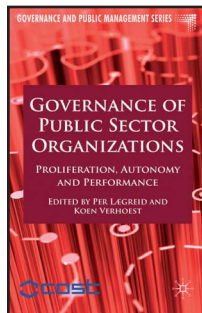
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Inspired by a conference held at Northeastern University on the topic of Women, War, and Violence, editors Robin M. Chandler, Linda K. Fuller and Lihua Wang, bring together research and real-life stories from twenty-one international contributors who document gender involvement from victims to valiant in wartime and activism.

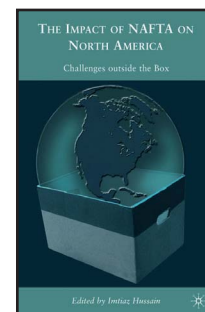
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The Impact of NAFTA on North America

Challenges outside the Box



Edited by Imtiaz Hussain, Professor of International Relations, Universidad Iberoamericana, Mexico

Why was NAFTA not extended, even after fulfilling several stated objectives? Investigating a number of roadblocks and utilizing James Rosenau's state-multi-centric models, the book's conclusions shed light not just on why North American integration is

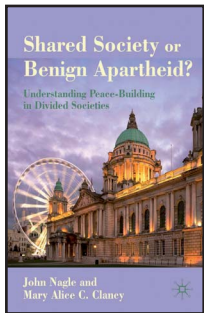
not working, but on broader regional experiments.

Contents: Beneath, Beyond, or Within North America's Regional Box: Paradigm Indigestion? / North America's Regionalisms Face Globalism: Integrative Climate Change Responses; M.López Vallejo Olvera / Mexico-Canada Biotech Image: The Role of the Broader Scientific Community; E.Antal & C.Tigau / North American Anti-Immigration Rhetoric: Continental Circulation and Global Resonance of Discursive Integration; L.Gilbert / Integration through NAFTA's Chapter XI: Eroding Federalism and Regionalism?; I.McKinley / Thick Borders and the Challenge of North American Policy Coordination Post-Bush: What's Next?; D.Drache / Three Amigos and a Non-Regional Player: China as a Challenge Inside and Outside the NAFTA Box; F.Haro / Natural Resources and Out-Migration in Local Communities of Southern Mexico: Non-NAFTA Issues Impacting NAFTA; A.González Jácome / Gendering NAFTA: Utopian Vision?; R.Villanueva Ulfgard / Developing National and International Civic Engagement Networks: The International Consortium for Higher Education, Civic Responsibility, and Democracy; F.Plantan, Jr. / North American Integration and Recession: Changing Order?; I.Hussain / The 2009 H1N1 Outbreak: A Chaotic North American Trigger with Evolving Global Consequences; T.Lynch & P.M.Cox / Conclusions: Rising to the Occasion: Coordinating Tumult

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Shared Society or Benign Apartheid?

Understanding Peace-Building in Divided Societies



John Nagle, *Visiting Research Fellow, EXCEPS* and **Mary Alice C. Clancy**, *Research Fellow, EXCEPS*, both at *University of Exeter, UK*

This book analyzes the role power sharing, social movements, economic regeneration, urban space, memorialization and symbols have in transforming divided societies into shared peaceful ones. It explains why some projects are

counterproductive while others assist with peace-building.

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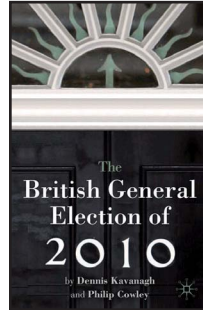
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UK POLITICS

HIGHLIGHT

The British General Election of 2010

18th edition



Edited by **Dennis Kavanagh**, *Professor of Politics, University of Liverpool, UK* and **Philip Cowley**, *Professor of Politics, University of Nottingham, UK*

The eighteenth edition of the definitive guide to the General Election. This book is an authoritative, highly readable description of the background to the election, the campaigns and results.

Dennis Kavanagh and Philip Cowley provide thoroughly documented coverage and analysis of the campaigns from party headquarters and the constituencies.

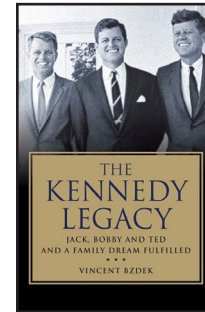
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US POLITICS

HIGHLIGHT

The Kennedy Legacy

Jack, Bobby and Ted and a Family Dream Fulfilled



Vincent Bzdek, *News Editor and Features Writer, The Washington Post*. He has also written for *The Wall Street Journal*, *Wired Magazine*, *The Denver Post*; author of *Woman of the House* (Palgrave Macmillan, 2008)

'Vincent Bzdek is a superb writer and terrific researcher. He's gotten to the heart of what made the Kennedy brothers such a powerful force in

American politics.' - Tom Cronin, author of *The Paradoxes of the American Presidency*

This is a story of the Kennedy brotherhood in three acts: Act I looks at JFK's presidency, as seen from Ted's front-row seat; Act II considers Robert Kennedy's five brief years as the family standard bearer; and Act III deals with Ted's 40-plus years in the Senate as keeper of the flame.

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How He Won

Baodong Liu, Associate Professor, University of Utah, USA

The historic election of Barack Obama, the first African-American president is analyzed from the perspective of racial relations. To trace the effect of time, Liu links Obama's multiracial winning coalition to the two-party system and the profound impact of racial changes since 1965.

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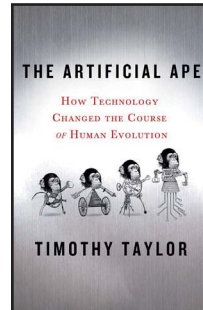
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POPULAR SCIENCE

HIGHLIGHT

The Artificial Ape

How Technology Changed the Course of Human Evolution



Timothy Taylor, *Leading Evolutionary Scientist; Editor-in-Chief, Journal of World Prehistory. He has appeared on the History Channel, Discovery, National Geographic specials, and contributes to such publications as Nature, Scientific American, and World Archaeology; author of The Buried Soul and The Prehistory of Sex; Professor of Archeology, University of Bradford, UK*

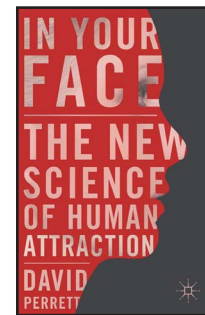
Drawing on the latest fossil evidence Taylor argues, that every step of the way, humans made choices that assumed greater control over their own evolution. This is a process that continues today as we push the frontiers of scientific technology creating a new form of artificial humans.

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In Your Face

The New Science of Human Attraction



David Perrett, *St Andrews University, UK*

What makes a face attractive? Why are we attracted to certain faces and not others? In this highly readable account from the frontiers of psychology, the author explains how the human face evolved and how our perceptions of the face affect our judgments of others' personality, health, trustworthiness,

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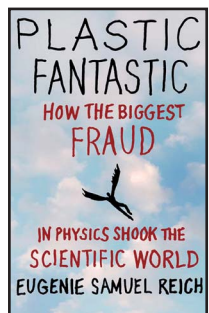
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FIRST ANNOUNCEMENT

Plastic Fantastic

How the Biggest Fraud in Physics Shook the Scientific World



Eugenie Samuel Reich, formerly Editor, *New Scientist*; she has written for *Nature*, *New Scientist* and *The Boston Globe*, and is known for her hard hitting reports on irregular science. Several of her reports have resulted in institutional investigations

'Reich's account is meticulously researched, based on interviews with over 120 scientists, friends and editors. It is

gripping stuff: a surprising page-turner that is well worth reading.' - *New Scientist*

'...a wonderful piece of forensic writing.' - *Financial Times*

'Reich pursues this affair in depth... does an excellent job of dealing with the facts of the Schön case.' - Martin Blume, *Nature*

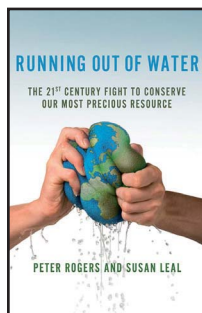
Schön's discovery of a plastic that worked as a superconductor was noted as a scientific triumph before revelations that his discoveries were fake. This book analyzes the fraud and considers pressures that force unscrupulous behaviour from science's rising stars.

Contents: Introduction / Into the Woods / Hendrik / A Slave to Publication / Greater Expectations / Not Ready to be a Product / Journals with 'Special Status' / Scientists Astray / Plastic Fantastic / The Nanotechnology Department / The Fraud Taboo / 'Game Over' / Epilogue / Notes and Additional References

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Running Out of Water

The 21st Century Fight to Conserve our Most Precious Resource



Peter Rogers, *Leading Water Expert*; Professor of Environmental Engineering, Harvard University, USA; Senior Advisor, Global Water Partnership

Deftly weaving science, politics, economics and human foibles, *Running Out of Water* offers a comprehensive look at the water crisis affecting our planet. Focusing on solutions, *Running Out of Water* lays out the

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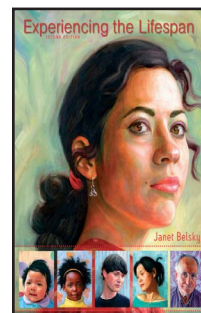
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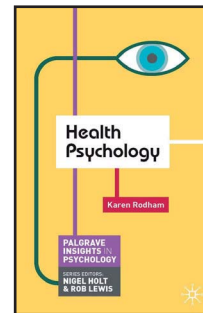
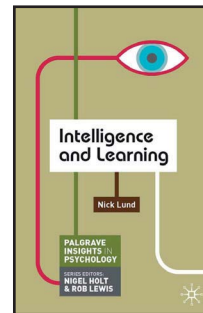
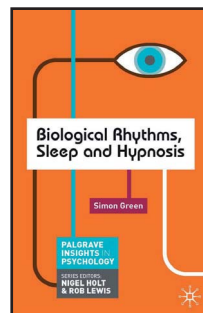
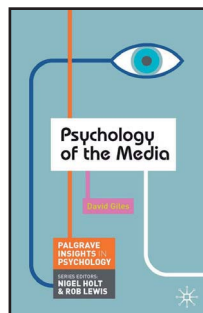
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David Giles, *Senior Lecturer in Psychology, University of Winchester, UK*

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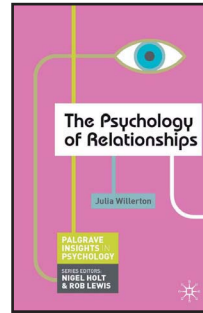
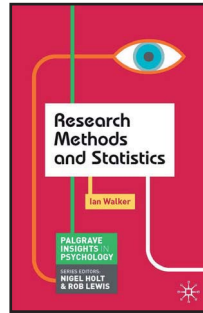
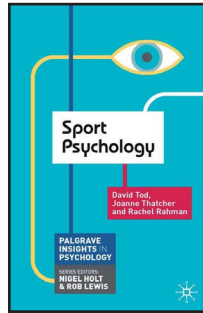
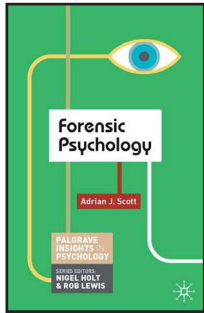
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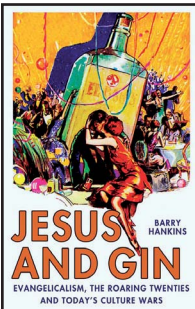
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RELIGION

HIGHLIGHT

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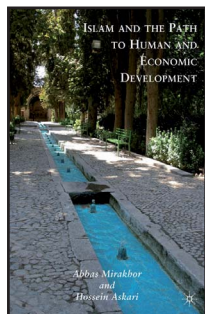
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Abbas Mirakhor, *INCEIF Chair of Islamic Finance, IMF and Hossein Askari*, *Iran Professor of International Business; Professor of International Affairs, George Washington University, USA*

This book briefly surveys the evolution of the Western concept of development, recognizing the wider dimensions of human and economic development and the role of institutions and rules,

which has moved toward the vision and the path of development envisaged in Islam.

Contents: The Evolution of the Western Concept of Development / Development as Human Wellbeing / The Foundational Elements of Development in Islam / The Dimensions of Development in Islam / The Institutional Structure of Development in Islam

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SOCIAL WORK AND SOCIAL POLICY

Understanding Drug Misuse

Models of Care and Control

Jan Keene, *Emeritus Professor of Primary Care, University of Reading, UK*

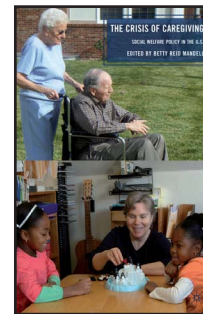
Combining theory and research, this clearly explains how each theoretical model contributes different types of solutions to 'the drug problem', whether it is treatment, harm minimization or social intervention. Using extracts from the author's own research interviews with drug users, it also offers a real insight into user perspectives.

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The Crisis of Caregiving

Social Welfare Policy in the U.S.



Edited by **Betty Reid Mandell**, *Professor Emeritus, Department of Social Work, Bridgewater State College, USA*

This book discusses the crisis of caregiving as it affects parents seeking to provide good care for their children and people who care for their aged or disabled relatives. Discussed are alternatives to the present welfare system, a description of

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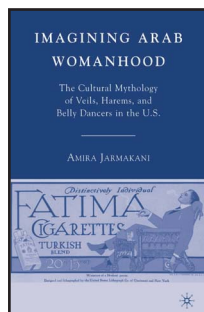
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SOCIOLOGY

HIGHLIGHT

Imagining Arab Womanhood

The Cultural Mythology of Veils, Harems, and Belly Dancers in the U.S.



Amira Jarmakani, Assistant Professor, Women's Studies Institute, Georgia State University, USA

'This is an outstanding, truly innovative, and very timely project that explores predominant images of Arab women in U.S. popular culture.' - Nadine Naber, Program in American Culture and Department of Women's Studies, University of Michigan, USA

A fascinating demonstration of how U.S. representations of veils, harems, and belly dancers have operated as nostalgic and exotic symbols to help rationalize dominant U.S. narratives about power and progress.

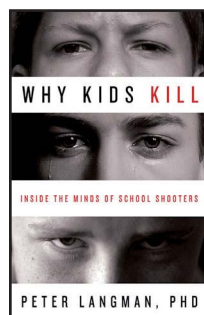
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HIGHLIGHT

Why Kids Kill

Inside the Minds of School Shooters



Peter Langman, Clinical Director of Psychology at KidsPeace

'Langman offers a paradigm of three specific categories of youth offenders - psychopathic, psychotic, or traumatized...A vital, phenomenal, extremely valuable work. Summing up: Essential: All levels / libraries.' - D.E. Kelly, Adelphi University, USA, CHOICE

'...a well-written book that is long overdue.' - Brandon Robbins, *Contemporary Psychology: APA Review of Books*

'Dr. Langman's professional expertise and exhaustive research combine to produce a remarkably comprehensive psychological analysis of school shooters that will revolutionize our understanding of this phenomenon.' - Mary Ann Swiatek, Ph.D., Licensed Psychologist; Member of the Association for Psychological Science

From examining the material evidence of notorious school shooters at Columbine and Virginia Tech to addressing the mental states of the violent youths he treats, Langman shows how to identify early signs of homicide-prone youth and what preventive measures parents and communities can take to protect themselves from the tragedy.

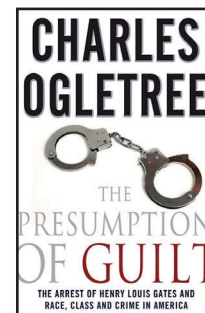
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HIGHLIGHT

The Presumption of Guilt

The Arrest of Henry Louis Gates and Race, Class and Crime in America



Charles Ogletree, Jesse Climenko Professor of Law; Founding and Executive Director, Charles Hamilton Houston Institute for Race and Justice, Harvard Law School, USA

Review for Charles Ogletree:

'Professor Ogletree lifts up voices that have been forgotten. That has been his life's work...It has been my great honor

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Reviews for Ogletree's: *All Deliberate Speed: Reflections on the First Half Century of Brown vs. Board of Education:*

'A bold and original analysis...reveals how the great reforms once promised by this landmark decision were systematically undermined.' - Henry Louis Gates, Jr.

On Tuesday, July 16, 2009, Henry Louis Gates, Jr., Harvard Professor, was mistakenly arrested by police for attempting to break into his own home. The ensuing media firestorm ignited debate across the world. Charles Ogletree, one of the country's foremost experts on civil rights, uses this incident to explore issues of race, class, and crime.

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Transforming Academies

Issue 95

Edited by Feminist Review Collective

Comprising two themed parts, 'Theorising the First Wave Globally' and 'Mainstreamed or Muzzled', this issue contributes to current debates on academic feminism and makes crucial interventions about the importance of feminism transnationally.

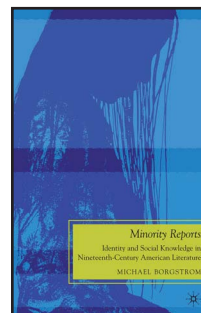
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Minority Reports

Identity and Social Knowledge in Nineteenth-Century American Literature



Michael Borgstrom,
*Assistant Professor of English,
San Diego State University,
USA*

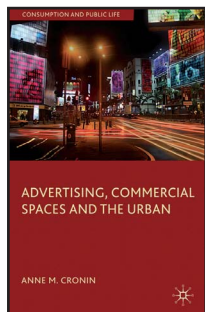
Through close readings of texts by African American and women authors, *Minority Reports* offers a theoretical defense of the use of identity categories in American studies by examining how early American literature not only responds to the social stratification of the nineteenth century but also challenges modern historical conceptions of this era.

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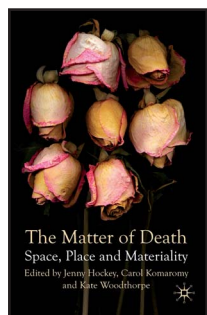
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The Matter of Death

Space, Place and Materiality



Edited by **Jenny Hockey**, Professor of Sociology, Department of Sociological Studies, University of Sheffield, UK, **Carol Komaromy**, Senior Lecturer in Health Studies, The Open University, UK and **Kate Woodthorpe**, Lecturer in Sociology, University of Bath, UK

This collection opens up spaces where lives end, bodies are disposed of and memories generated:

hospitals, hospices, care homes, coroners' courts, funeral premises, cemeteries, roadsides, the spirit world.

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The Criminal Trial in Law and Discourse

Tyrone Kirchengast, University of Newcastle, UK; Australia School of Law, New South Wales; Division of Law, Macquarie University

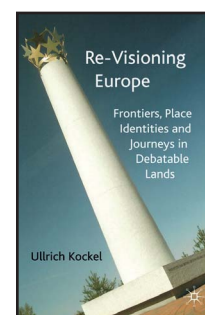
This book examines how the modern criminal trial is the result of competing discourses of justice, from human rights to state law and order, which allows for the consideration of key stakeholder interests, specifically those of victims, defendants, police, communities and the state.

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Frontiers, Place Identities and Journeys in Debatable Lands



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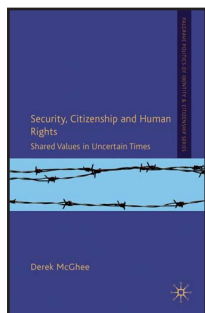
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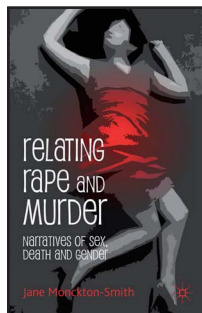
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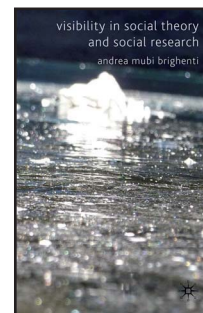
Jane Monckton Smith,
Lecturer, Department of Natural and Social Sciences, Gloucestershire University, UK

This book is about relating the concepts of rape and murder in both senses of the term; that is the way rape and murder are linked and related and also how stories of rape and murder are related or told.

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Towards an Ethics of Intimacy

Tam Sanger, *Teaching Fellow, Queen's University Belfast, UK*

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Gyms and the Commercialisation of Discipline and Fun

Roberta Sassatelli, Associate Professor of Cultural Sociology, Department of Social and Political Studies, University of Milan, Italy

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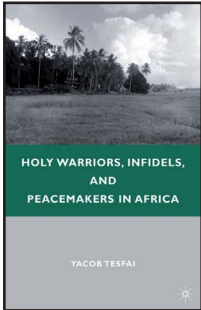
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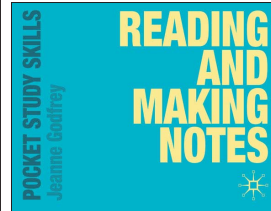
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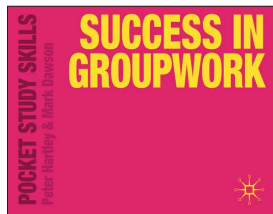
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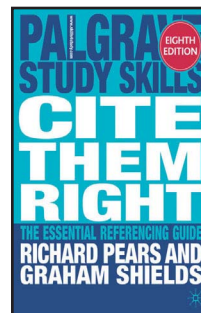
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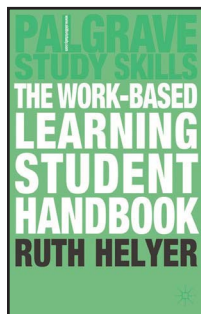
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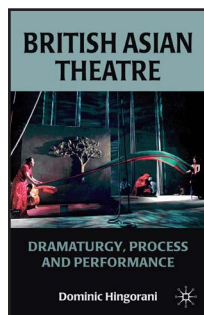
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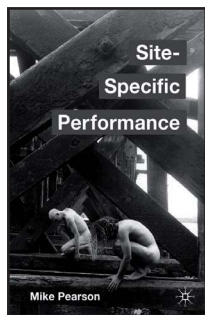
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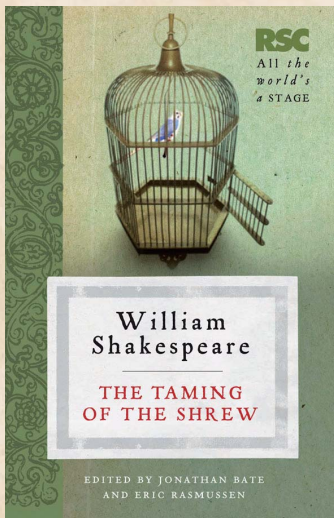
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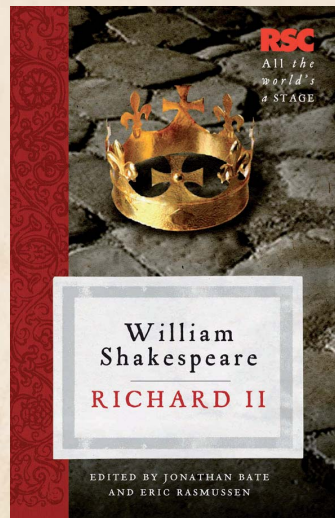
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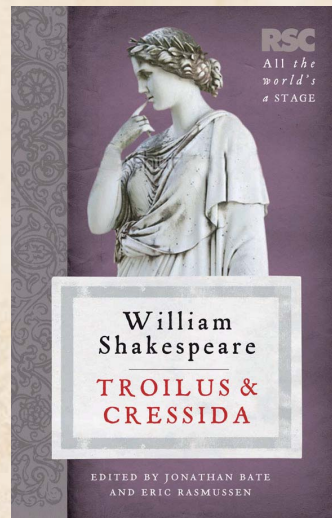
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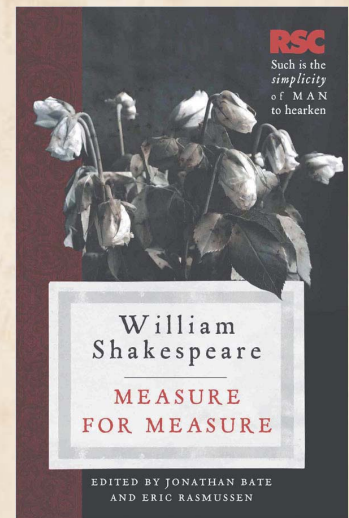
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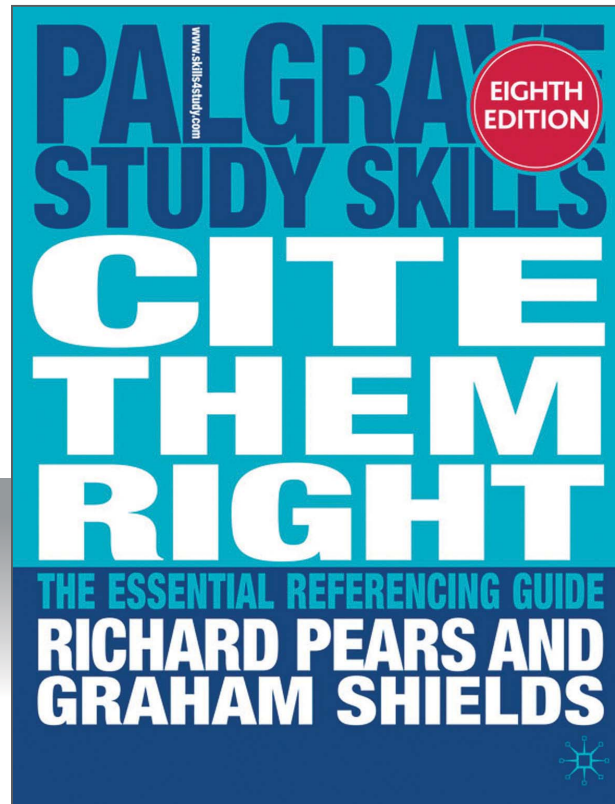
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