

Big Data A Very Short Introduction Very Short Introductions

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Ethnomusicology: A Very Short Introduction - Timothy Rice 2014
Explaining that musicality is an essential touchstone of the human experience, a concise introduction to the study of the nature of music, its community and its cultural values explains the diverse work of today's ethnomusicologists and how researchers apply anthropological and other social disciplines to studies of human and cultural behaviors. Original.

Branding - Robert Jones 2017

Branding is possibly the most powerful commercial and cultural force on the planet. Robert Jones discusses the vast variety of brands, and why we still fall for them even as we are becoming more brand-aware. Looking at the philosophy and story behind brands, he considers how they work their magic, and what the future for brands might be.

Management: A Very Short Introduction - John Hendry 2013-10-24

In this Very Short Introduction, John Hendry provides a lively introduction to the nature and principles of management. Tracing its development over the past century, Hendry looks not only at the jobs managers do today and their place in the culture of work, but also provides an insight into modern management theory.

Privacy: A Very Short Introduction - Raymond Wacks 2015-03-26

Some would argue that scarcely a day passes without a new assault on our privacy. In the wake of the whistle-blower Edward Snowden's

revelations about the extent of surveillance conducted by the security services in the United States, Britain, and elsewhere, concerns about individual privacy have significantly increased. The Internet generates risks, unimagined even twenty years ago, to the security and integrity of information in all its forms. The manner in which information is collected, stored, exchanged, and used has changed forever; and with it, the character of the threats to individual privacy. The scale of accessible private data generated by the phenomenal growth of blogs, social media, and other contrivances of our information age pose disturbing threats to our privacy. And the hunger for gossip continues to fuel sensationalist media that frequently degrade the notion of a private domain to which we reasonably lay claim. In the new edition of this Very Short Introduction, Raymond Wacks looks at all aspects of privacy to include numerous recent changes, and considers how this fundamental value might be reconciled with competing interests such as security and freedom of expression. ABOUT THE SERIES: The Very Short Introductions series from Oxford University Press contains hundreds of titles in almost every subject area. These pocket-sized books are the perfect way to get ahead in a new subject quickly. Our expert authors combine facts, analysis, perspective, new ideas, and enthusiasm to make interesting and challenging topics highly readable.

Statistics: A Very Short Introduction - David J. Hand 2008-10-23

Modern statistics is very different from the dry and dusty discipline of the popular imagination. In its place is an exciting subject which uses deep theory and powerful software tools to shed light and enable understanding. And it sheds this light on all aspects of our lives, enabling astronomers to explore the origins of the universe, archaeologists to investigate ancient civilisations, governments to understand how to benefit and improve society, and businesses to learn how best to provide goods and services. Aimed at readers with no prior mathematical knowledge, this Very Short Introduction explores and explains how statistics work, and how we can decipher them. ABOUT THE SERIES:

The Very Short Introductions series from Oxford University Press contains hundreds of titles in almost every subject area. These pocket-sized books are the perfect way to get ahead in a new subject quickly. Our expert authors combine facts, analysis, perspective, new ideas, and enthusiasm to make interesting and challenging topics highly readable.

Education: A Very Short Introduction - Gary Thomas 2013-03-28

From the schools of ancient times to the present day, Gary Thomas looks at how and why education evolved as it has. By exploring some of the big questions, he examines the ways in which schools work, considers the differences around the world, and concludes by considering the future of education worldwide.

Behavioural Economics: A Very Short Introduction - Michelle Baddeley 2017-01-19

Traditionally economists have based their economic predictions on the assumption that humans are super-rational creatures, using the information we are given efficiently and generally making selfish decisions that work well for us as individuals. Economists also assume that we're doing the very best we can possibly do - not only for today, but over our whole lifetimes too. But increasingly the study of behavioural economics is revealing that our lives are not that simple. Instead, our decisions are complicated by our own psychology. Each of us makes mistakes every day. We don't always know what's best for us and, even if we do, we might not have the self-control to deliver on our best

intentions. We struggle to stay on diets, to get enough exercise and to manage our money. We misjudge risky situations. We are prone to herding: sometimes peer pressure leads us blindly to copy others around us; other times copying others helps us to learn quickly about new, unfamiliar situations. This Very Short Introduction explores the reasons why we make irrational decisions; how we decide quickly; why we make mistakes in risky situations; our tendency to procrastination; and how we are affected by social influences, personality, mood and emotions. The implications of understanding the rationale for our own financial behaviour are huge. Behavioural economics could help policy-makers to understand the people behind their policies, enabling them to design more effective policies, while at the same time we could find ourselves assaulted by increasingly savvy marketing. Michelle Baddeley concludes by looking forward, to see what the future of behavioural economics holds for us. ABOUT THE SERIES: The Very Short Introductions series from Oxford University Press contains hundreds of titles in almost every subject area. These pocket-sized books are the perfect way to get ahead in a new subject quickly. Our expert authors combine facts, analysis, perspective, new ideas, and enthusiasm to make interesting and challenging topics highly readable.

Cryptography: A Very Short Introduction - Fred Piper 2002-05-30

This book is a clear and informative introduction to cryptography and data protection - subjects of considerable social and political importance. It explains what algorithms do, how they are used, the risks associated with using them, and why governments should be concerned. Important areas are highlighted, such as Stream Ciphers, block ciphers, public key algorithms, digital signatures, and applications such as e-commerce. This book highlights the explosive impact of cryptography on modern society, with, for example, the evolution of the internet and the introduction of more sophisticated banking methods. ABOUT THE SERIES: The Very Short Introductions series from Oxford University Press contains hundreds of titles in almost every subject area. These pocket-sized books are the perfect way to get ahead in a new subject quickly. Our expert authors combine facts, analysis, perspective, new ideas, and enthusiasm

to make interesting and challenging topics highly readable.

Quantum Theory: A Very Short Introduction - John Polkinghorne
2002-05-30

Quantum Theory is the most revolutionary discovery in physics since Newton. This book gives a lucid, exciting, and accessible account of the surprising and counterintuitive ideas that shape our understanding of the sub-atomic world. It does not disguise the problems of interpretation that still remain unsettled 75 years after the initial discoveries. The main text makes no use of equations, but there is a Mathematical Appendix for those desiring stronger fare. Uncertainty, probabilistic physics, complementarity, the problematic character of measurement, and decoherence are among the many topics discussed. ABOUT THE SERIES: The Very Short Introductions series from Oxford University Press contains hundreds of titles in almost every subject area. These pocket-sized books are the perfect way to get ahead in a new subject quickly. Our expert authors combine facts, analysis, perspective, new ideas, and enthusiasm to make interesting and challenging topics highly readable.

Measurement: A Very Short Introduction - David J. Hand 2016-09-29
Measurement is a fundamental concept that underpins almost every aspect of the modern world. It is central to the sciences, social sciences, medicine, and economics, but it affects everyday life. We measure everything - from the distance of far-off galaxies to the temperature of the air, levels of risk, political majorities, taxes, blood pressure, IQ, and weight. The history of measurement goes back to the ancient world, and its story has been one of gradual standardization. Today there are different types of measurement, levels of accuracy, and systems of units, applied in different contexts. Measurement involves notions of variability, accuracy, reliability, and error, and challenges such as the measurement of extreme values. In this Very Short Introduction, David Hand explains the common mathematical framework underlying all measurement, the main approaches to measurement, and the challenges involved. Following a brief historical account of measurement, he discusses measurement as used in the physical sciences and engineering, the life sciences and medicine, the social and behavioural sciences,

economics, business, and public policy. ABOUT THE SERIES: The Very Short Introductions series from Oxford University Press contains hundreds of titles in almost every subject area. These pocket-sized books are the perfect way to get ahead in a new subject quickly. Our expert authors combine facts, analysis, perspective, new ideas, and enthusiasm to make interesting and challenging topics highly readable.

Complexity - John Henry Holland 2014

In this very short introduction, John Holland presents an introduction to the science of complexity. Using examples from biology and economics, he shows how complexity science models the behaviour of complex systems.

Conscience: A Very Short Introduction - Paul Strohm 2011-06-23

Where does our conscience come from? How reliable is it? In the West conscience has been relied upon for two thousand years as a judgement that distinguishes right from wrong. It has effortlessly moved through every period division and timeline between the ancient, medieval, and modern. The Romans identified it, the early Christians appropriated it, and Reformation Protestants and loyal Catholics relied upon its advice and admonition. Today it is embraced with equal conviction by non-religious and religious alike. Considering its deep historical roots and exploring what it has meant to successive generations, Paul Strohm highlights why this particularly European concept deserves its reputation as 'one of the prouder Western contributions to human rights and human dignity throughout the world.' Using examples from popular culture including the Disney classic Pinocchio, as well as examples from contemporary politics, he explores the work of thinkers such as Nietzsche, Freud, and Aquinas, to show how and why conscience remains a motivating and important principle in the contemporary world. ABOUT THE SERIES: The Very Short Introductions series from Oxford University Press contains hundreds of titles in almost every subject area. These pocket-sized books are the perfect way to get ahead in a new subject quickly. Our expert authors combine facts, analysis, perspective, new ideas, and enthusiasm to make interesting and challenging topics highly readable.

Climate: A Very Short Introduction - Mark Maslin 2013-06-27

In this wide-ranging Very Short Introduction to climate, Mark Maslin considers all aspects of the global climate system, exploring and explaining the different components that control climate on Earth. He considers the processes that allow energy to reach the Earth and how it is redistributed around the planet by the ocean-atmosphere system; the relationship and differences between climate and the weather; how climate has affected life on Earth and human settlements; and the cyclic and quasi-cyclic features of climate such as the Milankovitch cycles and El Nino. He concludes by touching on the issue of climate change, and outlines some of the approaches that are now being taken to tackle it. ABOUT THE SERIES: The Very Short Introductions series from Oxford University Press contains hundreds of titles in almost every subject area. These pocket-sized books are the perfect way to get ahead in a new subject quickly. Our expert authors combine facts, analysis, perspective, new ideas, and enthusiasm to make interesting and challenging topics highly readable.

Big Data Technologies and Applications - Borko Furht 2016-09-16

The objective of this book is to introduce the basic concepts of big data computing and then to describe the total solution of big data problems using HPCC, an open-source computing platform. The book comprises 15 chapters broken into three parts. The first part, Big Data Technologies, includes introductions to big data concepts and techniques; big data analytics; and visualization and learning techniques. The second part, LexisNexis Risk Solution to Big Data, focuses on specific technologies and techniques developed at LexisNexis to solve critical problems that use big data analytics. It covers the open source High Performance Computing Cluster (HPCC Systems®) platform and its architecture, as well as parallel data languages ECL and KEL, developed to effectively solve big data problems. The third part, Big Data Applications, describes various data intensive applications solved on HPCC Systems. It includes applications such as cyber security, social network analytics including fraud, Ebola spread modeling using big data analytics, unsupervised learning, and image classification. The book is intended for a wide

variety of people including researchers, scientists, programmers, engineers, designers, developers, educators, and students. This book can also be beneficial for business managers, entrepreneurs, and investors.

Big Data Demystified - David Stephenson 2018-02-12

Big Data is a big topic, based on simple principles. Guided by leading expert in the field, David Stephenson, you will be amazed at how you can transform your company, and significantly improve KPIs across a broad range of business units and applications. Find out how an ecommerce company avoided two million product returns per year, how a newspaper saw triple-digit annual growth in digital subscriptions, how researchers in England learned to better detect pending cardiovascular problems, and how AI programs taught themselves to win games using techniques that even their human programmers didn't understand, all thanks to big data. Find out also how one company realized it could swap a million dollar hardware system with a twenty thousand dollar replacement. With simple and straightforward chapters that allow you to map examples onto your own business, Big Data Demystified will help you: · Know which data is most useful to collect now and why it's important to start collecting that data as soon as possible. · Understand big data and data science and how they can help you reach your business goals and gain competitive advantage. · Use big data to understand where you are now and how you can improve in the future. · Understand factors in choosing a big data system, including whether to go with cloud-based solutions. · Construct your big data team in a way that supports an effective strategy and helps make your business more data-driven. BIG DATA MAKES A BIG DIFFERENCE "Read this book! It is an essential guide to using data in a practical way that drives results." Ian McHenry, CEO Beyond Pricing "This is the book we've been missing: big data explained without the complexity." Marc Salomon, Professor in Decision Sciences and Dean at University of Amsterdam Business School "Big Data for the rest of us! I have never come across a book that is so full of practical advice, actionable examples and helpful explanations. Read this one book and start executing Big Data at your workplace tomorrow!" Tobias Wann CEO at @Leisure Group

Introduction to Data Science - Rafael A. Irizarry 2019-11-20

Introduction to Data Science: Data Analysis and Prediction Algorithms with R introduces concepts and skills that can help you tackle real-world data analysis challenges. It covers concepts from probability, statistical inference, linear regression, and machine learning. It also helps you develop skills such as R programming, data wrangling, data visualization, predictive algorithm building, file organization with UNIX/Linux shell, version control with Git and GitHub, and reproducible document preparation. This book is a textbook for a first course in data science. No previous knowledge of R is necessary, although some experience with programming may be helpful. The book is divided into six parts: R, data visualization, statistics with R, data wrangling, machine learning, and productivity tools. Each part has several chapters meant to be presented as one lecture. The author uses motivating case studies that realistically mimic a data scientist's experience. He starts by asking specific questions and answers these through data analysis so concepts are learned as a means to answering the questions. Examples of the case studies included are: US murder rates by state, self-reported student heights, trends in world health and economics, the impact of vaccines on infectious disease rates, the financial crisis of 2007-2008, election forecasting, building a baseball team, image processing of hand-written digits, and movie recommendation systems. The statistical concepts used to answer the case study questions are only briefly introduced, so complementing with a probability and statistics textbook is highly recommended for in-depth understanding of these concepts. If you read and understand the chapters and complete the exercises, you will be prepared to learn the more advanced concepts and skills needed to become an expert.

Logic: A Very Short Introduction - Boyce Gibson Professor of Philosophy
Graham Priest 2000-10-12

Logic is often perceived as having little to do with the rest of philosophy, and even less to do with real life. Graham Priest explores the philosophical roots of the subject, explaining how modern formal logic addresses many issues.

Mathematics: A Very Short Introduction - Timothy Gowers 2002-08-22

The aim of this volume is to explain the differences between research-level mathematics and the maths taught at school. Most differences are philosophical and the first few chapters are about general aspects of mathematical thought.

Anaesthesia: A Very Short Introduction - Aidan O'Donnell 2012-04-26

What do anaesthetists do? How does anaesthesia work? What are the risks? And how does the anaesthetist know if you are really asleep? Anaesthesia is a mysterious and sometimes threatening process. In this Very Short Introduction, Aidan O'Donnell takes the reader on a tour through the whole of the modern anaesthetic practice. He begins by explaining general anaesthesia: what it is, how it is produced, and how it differs from natural sleep and other forms of unconsciousness. He goes on to consider the main categories of anaesthetic drugs, including anaesthetic vapours, intravenous agents, muscle relaxants, and analgesics, together with explanations of how they work and what their purpose is. Set against the historical background of anaesthetic and surgical practice, O'Donnell examines the large role anaesthetists play in specialised areas such as intensive care medicine, pain medicine, and childbirth; and finally, he considers the risks of anaesthesia, putting in to context that anaesthesia is a very safe process. ABOUT THE SERIES: The Very Short Introductions series from Oxford University Press contains hundreds of titles in almost every subject area. These pocket-sized books are the perfect way to get ahead in a new subject quickly. Our expert authors combine facts, analysis, perspective, new ideas, and enthusiasm to make interesting and challenging topics highly readable.

Information: A Very Short Introduction - Luciano Floridi 2010-02-25

Introduction; 1 The information revolution; 2 The language of information; 3 Mathematical information; 4 Semantic information; 5 Physical information; 6 Biological information; 7 Economic information; 8 The ethics of information; Conclusion; References.

Big Data - Dawn E. Holmes 2017

An unimaginably vast amount of data is now generated by our online lives, including all our uploaded documents, social media traffic, online

shopping, and even GPS data from our cars. At the same time, our ability to manage this data is becoming ever more sophisticated. In this Very Short Introduction, Dawn Holmes explains how big data is stored, analysed, and exploited by a variety of bodies, from large companies to organizations concerned with medical research. As big data transforms the way businesses operate, it simultaneously raises important ethical issues, as cases such as the Snowden affair and hacked smart devices have shown.

[Astrophysics](#) - James Binney 2016

Astrophysics is said to have been born when Isaac Newton saw an apple drop in his orchard and had the electrifying insight that the Moon falls just like that apple. James Binney shows how the application of physical laws derived on Earth allows us to understand objects that exist on the far side of the Universe.

Branding: A Very Short Introduction - Robert Jones 2017-06-15

Branding is possibly the most powerful commercial and cultural force on the planet. Iconic names such as Coca-Cola, Nike, Manchester United, Harry Potter, and Google are known and recognized by millions of people worldwide. As the market economy spreads across the world, brands are becoming ever more prevalent. The Apple brand has been valued at \$98 billion - more than the GDP of Slovakia. Every day, we're exposed to more than 3500 brand messages. And even though people are increasingly brand-aware and brand-sceptical, they are nevertheless seduced by brands. We may reject the whole brand system, but we still wouldn't be parted from our Apple Macs. Brands are impossible to escape. In this Very Short Introduction Robert Jones discusses the rising omnipresence of brands, and analyses how they work their magic. He considers the incredible potency of brands as a commercial, social, and cultural force, and looks at the many different kinds of brands that exist - from products, services, and artistic properties, to companies, charities, sports clubs, and political parties. Defining what we mean by the word 'brand', he explores both the positive and negative aspects of brands. Finally Jones considers the business of branding, and asks whether the idea of brands and branding is starting to decline, or whether it has a

long future ahead. ABOUT THE SERIES: The Very Short Introductions series from Oxford University Press contains hundreds of titles in almost every subject area. These pocket-sized books are the perfect way to get ahead in a new subject quickly. Our expert authors combine facts, analysis, perspective, new ideas, and enthusiasm to make interesting and challenging topics highly readable.

Computer Science - Subrata Dasgupta 2016

While the development of information technology has been obvious to all, the underpinning computer science has been less apparent. Subrata Dasgupta provides a thought-provoking introduction to the field and its core principles, considering computer science as a science of symbol processing.

Applied Mathematics: A Very Short Introduction - Alain Goriely 2018-02-13

Mathematics is playing an increasingly important role in society and the sciences, enhancing our ability to use models and handle data. While pure mathematics is mostly interested in abstract structures, applied mathematics sits at the interface between this abstract world and the world in which we live. This area of mathematics takes its nourishment from society and science and, in turn, provides a unified way to understand problems arising in diverse fields. This Very Short Introduction presents a compact yet comprehensive view of the field of applied mathematics, and explores its relationships with (pure) mathematics, science, and engineering. Explaining the nature of applied mathematics, Alain Goriely discusses its early achievements in physics and engineering, and its development as a separate field after World War II. Using historical examples, current applications, and challenges, Goriely illustrates the particular role that mathematics plays in the modern sciences today and its far-reaching potential. ABOUT THE SERIES: The Very Short Introductions series from Oxford University Press contains hundreds of titles in almost every subject area. These pocket-sized books are the perfect way to get ahead in a new subject quickly. Our expert authors combine facts, analysis, perspective, new ideas, and enthusiasm to make interesting and challenging topics highly

readable.

Forensic Science: a Very Short Introduction - Jim Fraser 2020-02-27

Forensic science is a subject of wide fascination. What happens at a crime scene? How does DNA profiling work? How can it help solve crimes that happened 20 years ago? In forensic science, a criminal case can often hinge on a piece of evidence such as a hair, a blood trace, half a footprint, or a tyre mark. Complex scientific findings must be considered carefully and dispassionately, and communicated with clarity, simplicity, and precision. High profile cases such as the Stephen Lawrence enquiry and the Madeleine McCann case have attracted enormous media attention and enhanced general interest in this area in recent years. In this Very Short Introduction, Jim Fraser introduces the concept of forensic science and explains how it is used in the investigation of crime. He begins at the crime scene itself, explaining the principles and processes of crime scene management, and drawing on his own personal experience of high profile cases including, the murder of Rachel Nickell and the unsolved murder of Jill Dando. Fraser explores how forensic scientists work; from the reconstruction of events to laboratory examinations. He considers the techniques they use, such as fingerprinting, and goes on to highlight the immense impact DNA profiling has had. Providing examples from forensic science cases in the UK, US, and other countries, he considers the techniques and challenges faced around the world. This new edition has been fully updated to take into account developments in areas such as DNA analysis and drug analysis, and the growing field of digital forensics. Topical areas explored include the growing significance of cognitive bias in forensic science, and recent research that raises doubts about the validity of some forensic techniques. ABOUT THE SERIES: The Very Short Introductions series from Oxford University Press contains hundreds of titles in almost every subject area. These pocket-sized books are the perfect way to get ahead in a new subject quickly. Our expert authors combine facts, analysis, perspective, new ideas, and enthusiasm to make interesting and challenging topics highly readable.

Critical Theory - Stephen Eric Bronner 2017

Secondary edition statement from sticker on cover.

Philosophy: A Very Short Introduction - Edward Craig 2002-02-21

How ought we to live? What really exists? How do we know? This book introduces important themes in ethics, knowledge, and the self, via readings from Plato, Hume, Descartes, Hegel, Darwin, and Buddhist writers. It emphasizes throughout the point of doing philosophy, explains how different areas of philosophy are related, and explores the contexts in which philosophy was and is done. ABOUT THE SERIES: The Very Short Introductions series from Oxford University Press contains hundreds of titles in almost every subject area. These pocket-sized books are the perfect way to get ahead in a new subject quickly. Our expert authors combine facts, analysis, perspective, new ideas, and enthusiasm to make interesting and challenging topics highly readable.

Analytic Philosophy - Michael Beaney 2017

"Analytic philosophy is now widely regarded as the dominant tradition in philosophy today. But what exactly is it? How did it arise, and what are its characteristic methods and concerns? What are its main strengths and weaknesses? In this [book], Michael Beaney discusses the nature and development of analytic philosophy by exploring key questions that reveal some of its central concerns, and illustrate some of the core ideas of its main founders"--Front cover flap.

Big Data: A Very Short Introduction - Dawn E. Holmes 2017-11-16

Since long before computers were even thought of, data has been collected and organized by diverse cultures across the world. Once access to the Internet became a reality for large swathes of the world's population, the amount of data generated each day became huge, and continues to grow exponentially. It includes all our uploaded documents, video, and photos, all our social media traffic, our online shopping, even the GPS data from our cars. 'Big Data' represents a qualitative change, not simply a quantitative one. The term refers both to the new technologies involved, and to the way it can be used by business and government. Dawn E. Holmes uses a variety of case studies to explain how data is stored, analysed, and exploited by a variety of bodies from big companies to organizations concerned with disease control. Big data

is transforming the way businesses operate, and the way medical research can be carried out. At the same time, it raises important ethical issues; Holmes discusses cases such as the Snowden affair, data security, and domestic smart devices which can be hijacked by hackers. ABOUT THE SERIES: The Very Short Introductions series from Oxford University Press contains hundreds of titles in almost every subject area. These pocket-sized books are the perfect way to get ahead in a new subject quickly. Our expert authors combine facts, analysis, perspective, new ideas, and enthusiasm to make interesting and challenging topics highly readable.

[A Simple Introduction to Data Science](#) - Lars Nielsen 2015-04-10

Taking up where the bestselling "A Simple Introduction to Data Science" leaves off, Lars Nielsen's "A Simple Introduction to Data Science, BOOK TWO" expands on elementary concepts introduced in the first volume while at the same time embracing several new and key topics. Coverage includes the art and practice of introducing Data Science to the culture of the enterprise ... Data Science ethics and privacy concerns ... key concepts in data visualization ... the role of Artificial Intelligence, Machine Learning, and Deep Learning ... Data Curation and the "Tribal Knowledge" problem ... Hadoop, R, and Python ... and discussion of how the Data Scientist role will evolve in future.

Marketing: A Very Short Introduction - Kenneth Le Meunier-FitzHugh 2021-02-25

Very Short Introductions: Brilliant, Sharp, Inspiring Marketing is pivotal in today's world. Used for determining and satisfying the needs of the customer, it stands at the interface between an organisation and its environment. Marketing provides customer and competitor information to the organisation, as well as creating awareness of the company's offering. As globalization creates increasing challenges to established marketing practices, marketing efforts need to reposition and adapt continuously to maintain an organisation's ability to reach potential customers. This Very Short Introduction provides a general overview of the function and importance of marketing to modern organisations. Kenneth Le Meunier-FitzHugh discusses how marketing remains central

to creating competitive advantage, and why it needs to be forward looking and constantly reinventing itself in line with new developments in the marketplace, such as the growth of social media, and the importance of ethics and responsible marketing. He shows how this has led to the role of marketing expanding beyond advertising and promotion, encompassing a broader sense of customer relationship management. He also considers how marketers need to remain able to manage the marketing mix in response to their understanding of customer's purchasing habits. ABOUT THE SERIES: The Very Short Introductions series from Oxford University Press contains hundreds of titles in almost every subject area. These pocket-sized books are the perfect way to get ahead in a new subject quickly. Our expert authors combine facts, analysis, perspective, new ideas, and enthusiasm to make interesting and challenging topics highly readable.

[Reality: A Very Short Introduction](#) - Jan Westerhoff 2011-11-24

'What is real?' has been one of the key questions of philosophy since its beginning in antiquity. But it is not just a question that philosophers ask. This Very Short Introduction discusses what reality is by looking at a variety of arguments, theories, and thought-experiments from philosophy, physics, and cognitive science.

A Hands-On Introduction to Data Science - Chirag Shah 2020-04-02
An introductory textbook offering a low barrier entry to data science; the hands-on approach will appeal to students from a range of disciplines.

The History of Childhood: A Very Short Introduction - James Marten 2018-08-02

While children are a relatively unchanging fact of life, childhood is a constantly shifting concept. Throughout the millennia, the age at which a child becomes a youth and a youth becomes an adult has varied by gender, class, religion, ethnicity, place, and economic need. As author James Marten explores in this Very Short Introduction, so too have the realities of childhood, each life shaped by factors such as education, expectation, and conflict (or lack thereof). Indeed, ancient Roman children lived very differently than those born of today's Generation Z. Experiences of childhood have been shaped in classrooms and on factory

floors, in family homes and orphanages, and on battlefields and in front of television sets. In addressing this diversity, *The History of Childhood: A Very Short Introduction* takes a global, expansive view of the features of childhood that have shaped childhood throughout history and continue to shape it now. From the rules of Confucian childrearing in twelfth-century China to the struggles of children living as slaves in the Americas or as cotton mill workers in Industrial Age Britain, Marten takes his inspiration from the idea that the lives of children reveal important and sometimes uncomfortable truths about civilization.

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[Big Data](#) - Viktor Mayer-Schönberger 2013

This revelatory exploration of big data, which refers to our newfound ability to crunch vast amounts of information, analyze it instantly and draw profound and surprising conclusions from it, discusses how it will change our lives and what we can do to protect ourselves from its hazards. 75,000 first printing.

[Robotics: A Very Short Introduction](#) - Alan Winfield 2012-09-27

Robotics is a key technology in the modern world. Robots are a well-established part of manufacturing and warehouse automation, assembling cars or washing machines, and, for example, moving goods to and from storage racks for Internet mail order. More recently robots have taken their first steps into homes and hospitals, and seen spectacular success in planetary exploration. Yet, despite these successes, robots have failed to live up to the predictions of the 1950s and 60s, when it was widely thought - by scientists and engineers as well as the public - that by turn of the 21st century we would have intelligent robots as butlers, companions, or co-workers. This Very Short Introduction explains how it is that robotics can be both a success story and a disappointment, how robots can be both ordinary and remarkable,

and looks at their important developments in science and their applications to everyday life. **ABOUT THE SERIES:** The Very Short Introductions series from Oxford University Press contains hundreds of titles in almost every subject area. These pocket-sized books are the perfect way to get ahead in a new subject quickly. Our expert authors combine facts, analysis, perspective, new ideas, and enthusiasm to make interesting and challenging topics highly readable.

Law: A Very Short Introduction - Raymond Wacks 2015-09-24

Law is at the heart of every society, protecting rights, imposing duties, and establishing a framework for the conduct of almost all social, political, and economic activity. Despite this, the law often seems a highly technical, perplexing mystery, with its antiquated and often impenetrable jargon, obsolete procedures, and endless stream of complex statutes and legislation. In this Very Short Introduction Raymond Wacks introduces the major branches of the law, describing what lawyers do, and how courts operate, and considers the philosophy of law and its pursuit of justice, freedom, and equality. In this second edition, Wacks locates the discipline in our contemporary world, considering the pressures of globalization and digitalisation and the nature of the law in our culture of threatened security and surveillance. **ABOUT THE SERIES:** The Very Short Introductions series from Oxford University Press contains hundreds of titles in almost every subject area. These pocket-sized books are the perfect way to get ahead in a new subject quickly. Our expert authors combine facts, analysis, perspective, new ideas, and enthusiasm to make interesting and challenging topics highly readable.

Artificial Intelligence: A Very Short Introduction - Margaret A. Boden 2018-08-16

The applications of Artificial Intelligence lie all around us; in our homes, schools and offices, in our cinemas, in art galleries and - not least - on the Internet. The results of Artificial Intelligence have been invaluable to biologists, psychologists, and linguists in helping to understand the processes of memory, learning, and language from a fresh angle. As a concept, Artificial Intelligence has fuelled and sharpened the

philosophical debates concerning the nature of the mind, intelligence, and the uniqueness of human beings. In this Very Short Introduction , Margaret A. Boden reviews the philosophical and technological challenges raised by Artificial Intelligence, considering whether programs could ever be really intelligent, creative or even conscious, and shows how the pursuit of Artificial Intelligence has helped us to appreciate how human and animal minds are possible. ABOUT THE SERIES: The Very Short Introductions series from Oxford University Press contains hundreds of titles in almost every subject area. These pocket-sized books are the perfect way to get ahead in a new subject quickly. Our expert authors combine facts, analysis, perspective, new ideas, and enthusiasm to make interesting and challenging topics highly readable.

R for Data Science - Hadley Wickham 2016-12-12

Learn how to use R to turn raw data into insight, knowledge, and understanding. This book introduces you to R, RStudio, and the

tidyverse, a collection of R packages designed to work together to make data science fast, fluent, and fun. Suitable for readers with no previous programming experience, R for Data Science is designed to get you doing data science as quickly as possible. Authors Hadley Wickham and Garrett Grolemund guide you through the steps of importing, wrangling, exploring, and modeling your data and communicating the results. You'll get a complete, big-picture understanding of the data science cycle, along with basic tools you need to manage the details. Each section of the book is paired with exercises to help you practice what you've learned along the way. You'll learn how to: Wrangle—transform your datasets into a form convenient for analysis Program—learn powerful R tools for solving data problems with greater clarity and ease Explore—examine your data, generate hypotheses, and quickly test them Model—provide a low-dimensional summary that captures true "signals" in your dataset Communicate—learn R Markdown for integrating prose, code, and results