

Bookmark File PDF Two Billion Cars Driving  
Toward Sustainability By Sperling Daniel Gordon  
Deborah 1st Edition 2010 Paperback

# **Two Billion Cars Driving Toward Sustainability By Sperling Daniel Gordon Deborah 1st Edition 2010 Paperback**

The Billion Dollar SpyWorld Report on Child Injury  
PreventionMedical Anthropology and the World  
System: Critical Perspectives, 3rd EditionTackling  
Climate Change Through LivestockStrengthening  
Forensic Science in the United StatesDriving  
LoyaltyTwo Billion CarsBuilt from ScratchTen BillionA  
Social Theory of CorruptionGulag BossReducing  
Underage DrinkingThe Healthcare  
ImperativeTransitions to Alternative Transportation  
Technologiesâ"Plug-in Hybrid Electric  
VehiclesManaging the Risks of Extreme Events and  
Disasters to Advance Climate Change AdaptationHow  
the Earth Turned GreenSuper Pumped: The Battle for  
UberTwo Billion CarsCompeting in the Age of AIEnergy  
Systems Engineering: Evaluation and  
ImplementationAutomobility in Transition?Never Stop  
DrivingThe Pig BookSustainable Transportation  
Systems EngineeringTwo Billion Cars: Driving Toward  
SustainabilityThe 20 Billion Dollar Diet (r)Future of  
Mobility RoadmapsTotal RecallThe Age of Surveillance  
CapitalismHow Bad Are Bananas?Two Billion  
CarsSleep Disorders and Sleep DeprivationBlue Ocean  
Strategy, Expanded EditionEconomics of Good and  
EvilPlug-In Electric VehiclesReducing Climate Impacts  
in the Transportation SectorTR NewsThe Buddha's  
Doctrine and the Nine VehiclesHumans Versus  
NatureHillbilly Elegy

## **The Billion Dollar Spy**

The challenges to humanity posed by the digital future, the first detailed examination of the unprecedented form of power called "surveillance capitalism," and the quest by powerful corporations to predict and control our behavior. In this masterwork of original thinking and research, Shoshana Zuboff provides startling insights into the phenomenon that she has named surveillance capitalism. The stakes could not be higher: a global architecture of behavior modification threatens human nature in the twenty-first century just as industrial capitalism disfigured the natural world in the twentieth. Zuboff vividly brings to life the consequences as surveillance capitalism advances from Silicon Valley into every economic sector. Vast wealth and power are accumulated in ominous new "behavioral futures markets," where predictions about our behavior are bought and sold, and the production of goods and services is subordinated to a new "means of behavioral modification." The threat has shifted from a totalitarian Big Brother state to a ubiquitous digital architecture: a "Big Other" operating in the interests of surveillance capital. Here is the crucible of an unprecedented form of power marked by extreme concentrations of knowledge and free from democratic oversight. Zuboff's comprehensive and moving analysis lays bare the threats to twenty-first century society: a controlled "hive" of total connection that seduces with promises of total certainty for maximum profit--at the expense of democracy,

freedom, and our human future. With little resistance from law or society, surveillance capitalism is on the verge of dominating the social order and shaping the digital future--if we let it.

## **World Report on Child Injury Prevention**

Today there are over a billion vehicles in the world, and within twenty years, the number will double, largely a consequence of China's and India's explosive growth. Given that greenhouse gases are already creating havoc with our climate and that violent conflict in unstable oil-rich nations is on the rise, will matters only get worse? Or are there hopeful signs that effective, realistic solutions can be found? Blending a concise history of cars and their impact on the world, leading transportation experts Daniel Sperling and Deborah Gordon explain how we arrived at this state, and what we can do about it. Sperling and Gordon assign blame squarely where it belongs--on the auto-industry, short-sighted government policies, and consumers. They explore such solutions as getting beyond the gas-guzzler monoculture, re-inventing cars, searching for low-carbon fuels, and more. Promising advances in both transportation technology and fuel efficiency together with shifts in traveler behavior, they suggest, offer us a way out of our predicament. The authors conclude that the two places that have the most troublesome emissions problems--California and China--are the most likely to become world leaders on these issues. Arnold Schwarzenegger's enlightened embrace of eco-friendly fuel policies, which he discusses in the

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foreword, and China's forthright recognition that it needs far-reaching environmental and energy policies, suggest that if they can tackle the issue effectively and honestly, then there really is reason for hope. Updated with a new afterword that sheds light on the profound changes in the global economy in the last year, *Two Billion Cars* makes the case for why and how we need to transform transportation now more than ever. "Authoritatively prescriptive."

--Tom Vanderbilt, *Wilson Quarterly* "Provocative and pleasurable, far-seeing and refreshing, fact-based and yet a page-turner, global in scope but rooted in real places. The authors make a convincing case that smart consumers driving smart electric-drive cars can find the critical path to a safer planet." --Robert Socolow, Princeton University

"In this insightful and persuasive book, Sperling and Gordon highlight one of the biggest environmental challenges of this century: two billion cars. They rightly contend that we cannot avert the worst of global warming without making our cars cleaner and petroleum-free. Luckily the authors also offer a roadmap for navigating this problem that is both visionary and achievable." --Frances Beinecke, President, Natural Resources Defense Council

## **Medical Anthropology and the World System: Critical Perspectives, 3rd Edition**

Today there are over a billion vehicles in the world, and within twenty years, the number will double, largely a consequence of China's and India's explosive growth. Given that greenhouse gases are already creating havoc with our climate and that violent

conflict in unstable oil-rich nations is on the rise, will matters only get worse? Or are there hopeful signs that effective, realistic solutions can be found? Blending a concise history of cars and their impact on the world, leading transportation experts Daniel Sperling and Deborah Gordon explain how we arrived at this state, and what we can do about it. Sperling and Gordon assign blame squarely where it belongs--on the auto-industry, short-sighted government policies, and consumers. They explore such solutions as getting beyond the gas-guzzler monoculture, re-inventing cars, searching for low-carbon fuels, and more. Promising advances in both transportation technology and fuel efficiency together with shifts in traveller behaviour, they suggest, offer us a way out of our predicament. The authors conclude that the two places that have the most troublesome emissions problems--California and China--are the most likely to become world leaders on these issues. Arnold Schwarzenegger's enlightened embrace of eco-friendly fuel policies, which he discusses in the foreword, and China's forthright recognition that it needs far-reaching environmental and energy policies, suggest that if they can tackle the issue effectively and honestly, then there really is reason for hope. Updated with a new afterword that sheds light on the profound changes in the global economy in the last year, *Two Billion Cars* makes the case for why and how we need to transform transportation now more than ever.

## **Tackling Climate Change Through Livestock**

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Greenhouse gas emissions by the livestock sector could be cut by as much as 30 percent through the wider use of existing best practices and technologies. FAO conducted a detailed analysis of GHG emissions at multiple stages of various livestock supply chains, including the production and transport of animal feed, on-farm energy use, emissions from animal digestion and manure decay, as well as the post-slaughter transport, refrigeration and packaging of animal products. This report represents the most comprehensive estimate made to-date of livestock's contribution to global warming as well as the sector's potential to help tackle the problem. This publication is aimed at professionals in food and agriculture as well as policy makers.

## **Strengthening Forensic Science in the United States**

"Child injuries have been neglected for many years, and are largely absent from child survival initiatives presently on the global agenda. Through this World report on child injury prevention, the World Health Organization, the United Nations Children's Fund and many partners have set out to elevate child injury to a priority for the global public health and development communities. The knowledge and experience of nearly two hundred experts from all continents and various sectors were invaluable in grounding the report in the realities faced in many countries. This World report on child injury prevention should be seen as a complement to the UN Secretary-General's study on violence against children released in late 2006.

That report addressed violence-related or intentional injuries. Both reports suggest that child injury and violence prevention programmes need to be integrated into child survival and other broad strategies focused on improving the lives of children. Evidence demonstrates the dramatic successes in child injury prevention in countries which have made a concerted effort. These results make a case for increasing investments in human resources and institutional capacities. This would permit the development, implementation and evaluation of programmes to stem the tide of child injury and enhance the health and well-being of children and their families the world over. Implementing proven interventions could save more than a thousand children's lives a day." - p. vii.

## **Driving Loyalty**

Drawing from the experience of Enterprise, the global car rental powerhouse, a management expert shows business leaders how to build an army of loyal customers and devoted employees to thrive in today's competitive world.

## **Two Billion Cars**

Argues against common competitive practices while outlining recommendations based on the creation of untapped market spaces with growth potential.

## **Built from Scratch**

Americans spend more than \$20 billion annually for weight loss plans and products and yet the average dieter gains almost 5 pounds in a single year. America is on a \$20 billion diet that isn't working! Like most Americans, Judith McManus M.A. outsourced her weight loss to corporate plans and fad diets without long-term results. When Judith finally took matters into her own hands, researched choices that were right for her, and designed her own plan, she lost 50 pounds. With Dr. Marina MacDonald, the co-authors combine personal experience with over 500 scientific studies to reveal 10 core principles for weight-loss success. You will learn:\* Why overeating is a result of our modern food environment, stress, and biology.\* Why extreme diets are not the answer.\* Why smart dieting does not rely on willpower.\* How to break the cycle of overeating and yo-yo dieting for good.\* How to create a healthy diet and lifestyle that you will love.If you're tired of being overweight and you're ready to transform your body and your life, The 20 Billion Dollar Diet enables you to finally achieve the goal weight you have wanted for so long.

## **Ten Billion**

Clinical practice related to sleep problems and sleep disorders has been expanding rapidly in the last few years, but scientific research is not keeping pace. Sleep apnea, insomnia, and restless legs syndrome are three examples of very common disorders for which we have little biological information. This new book cuts across a variety of medical disciplines such as neurology, pulmonology, pediatrics, internal



medicine, psychiatry, psychology, otolaryngology, and nursing, as well as other medical practices with an interest in the management of sleep pathology. This area of research is not limited to very young and old patients—sleep disorders reach across all ages and ethnicities. *Sleep Disorders and Sleep Deprivation* presents a structured analysis that explores the following: Improving awareness among the general public and health care professionals. Increasing investment in interdisciplinary somnology and sleep medicine research training and mentoring activities. Validating and developing new and existing technologies for diagnosis and treatment. This book will be of interest to those looking to learn more about the enormous public health burden of sleep disorders and sleep deprivation and the strikingly limited capacity of the health care enterprise to identify and treat the majority of individuals suffering from sleep problems.

## **A Social Theory of Corruption**

The United States has the highest per capita spending on health care of any industrialized nation but continually lags behind other nations in health care outcomes including life expectancy and infant mortality. National health expenditures are projected to exceed \$2.5 trillion in 2009. Given healthcare's direct impact on the economy, there is a critical need to control health care spending. According to *The Health Imperative: Lowering Costs and Improving Outcomes*, the costs of health care have strained the federal budget, and negatively affected state

governments, the private sector and individuals. Healthcare expenditures have restricted the ability of state and local governments to fund other priorities and have contributed to slowing growth in wages and jobs in the private sector. Moreover, the number of uninsured has risen from 45.7 million in 2007 to 46.3 million in 2008. *The Health Imperative: Lowering Costs and Improving Outcomes* identifies a number of factors driving expenditure growth including scientific uncertainty, perverse economic and practice incentives, system fragmentation, lack of patient involvement, and under-investment in population health. Experts discussed key levers for catalyzing transformation of the delivery system. A few included streamlined health insurance regulation, administrative simplification and clarification and quality and consistency in treatment. The book is an excellent guide for policymakers at all levels of government, as well as private sector healthcare workers.

## **Gulag Boss**

One of the greatest entrepreneurial success stories of the past twenty years When a friend told Bernie Marcus and Arthur Blank that “you’ve just been hit in the ass by a golden horseshoe,” they thought he was crazy. After all, both had just been fired. What the friend, Ken Langone, meant was that they now had the opportunity to create the kind of wide-open warehouse store that would help spark a consumer revolution through low prices, excellent customer service, and wide availability of products. Built from

Scratch is the story of how two incredibly determined and creative people—and their associates—built a business from nothing to 761 stores and \$30 billion in sales in a mere twenty years. Built from Scratch tells many colorful stories associated with The Home Depot's founding and meteoric rise; shows that a company can be a tough, growth-oriented competitor and still maintain a high sense of responsibility to the community; and provides great lessons useful to people in any business, from start-ups to the Fortune 500.

## **Reducing Underage Drinking**

This enhanced edition of Total Recall holds 16 video clips, including behind the scenes footage from Terminator 3, political speeches from the Governor years and clips from Pumping Iron. In this fully illustrated eBook, Arnold Schwarzenegger takes us through each of the 170+ photographs and narrates each image. Total Recall is the unbelievably true story of Arnold Schwarzenegger's life. Born in the small city of Thal, Austria, in 1947, he moved to Los Angeles at the age of 21. Within ten years, he was a millionaire business man. After twenty years, he was the world's biggest movie star. In 2003, he was Governor of California and a household name around the world.

## **The Healthcare Imperative**

"This book is about the ongoing conflict between humanity and the natural environment. Over the past 200,000 years, humans have multiplied and

populated the Earth. When they domesticated plants and animals and replaced foraging with agriculture and herding, they depleted natural resources, deforested the land, and caused mass extinctions. But nature has agency too, causing pandemics of plague, smallpox, measles, influenza, and other diseases and a climate change called the Little Ice Age. In recent centuries, industrialization has accelerated extinctions, deforestation, and resource depletion, even in the oceans. Twentieth-century developmentalism and mass consumerism have caused global warming and other climate changes. Environmental movements have argued for the need to mitigate the negative consequences of technological and economic change. The future of humanity and the Earth depends on choices between achieving a sustainable balance between humans and nature, carrying on as before, or learning to manage the biosphere. environment, mass extinction, domestication, agriculture, pandemic, industrialization, developmentalism, consumerism, global warming"--

## **Transitions to Alternative Transportation Technologies – "Plug-in Hybrid Electric Vehicles**

Tomas Sedlacek has shaken the study of economics as few ever have. Named one of the "Young Guns" and one of the "five hot minds in economics" by the Yale Economic Review, he serves on the National Economic Council in Prague, where his provocative writing has achieved bestseller status. How has he

done it? By arguing a simple, almost heretical proposition: economics is ultimately about good and evil. In *The Economics of Good and Evil*, Sedlacek radically rethinks his field, challenging our assumptions about the world. Economics is touted as a science, a value-free mathematical inquiry, he writes, but it's actually a cultural phenomenon, a product of our civilization. It began within philosophy--Adam Smith himself not only wrote *The Wealth of Nations*, but also *The Theory of Moral Sentiments*--and economics, as Sedlacek shows, is woven out of history, myth, religion, and ethics. "Even the most sophisticated mathematical model," Sedlacek writes, "is, de facto, a story, a parable, our effort to (rationally) grasp the world around us." Economics not only describes the world, but establishes normative standards, identifying ideal conditions. Science, he claims, is a system of beliefs to which we are committed. To grasp the beliefs underlying economics, he breaks out of the field's confines with a tour de force exploration of economic thinking, broadly defined, over the millennia. He ranges from the epic of Gilgamesh and the Old Testament to the emergence of Christianity, from Descartes and Adam Smith to the consumerism in *Fight Club*. Throughout, he asks searching meta-economic questions: What is the meaning and the point of economics? Can we do ethically all that we can do technically? Does it pay to be good? Placing the wisdom of philosophers and poets over strict mathematical models of human behavior, Sedlacek's groundbreaking work promises to change the way we calculate economic value.

## **Managing the Risks of Extreme Events and Disasters to Advance Climate Change Adaptation**

"a provocative new book" -- The New York Times AI-centric organizations exhibit a new operating architecture, redefining how they create, capture, share, and deliver value. Marco Iansiti and Karim R. Lakhani show how reinventing the firm around data, analytics, and AI removes traditional constraints on scale, scope, and learning that have restricted business growth for hundreds of years. From Airbnb to Ant Financial, Microsoft to Amazon, research shows how AI-driven processes are vastly more scalable than traditional processes, allow massive scope increase, enabling companies to straddle industry boundaries, and create powerful opportunities for learning--to drive ever more accurate, complex, and sophisticated predictions. When traditional operating constraints are removed, strategy becomes a whole new game, one whose rules and likely outcomes this book will make clear. Iansiti and Lakhani: Present a framework for rethinking business and operating models Explain how "collisions" between AI-driven/digital and traditional/analog firms are reshaping competition, altering the structure of our economy, and forcing traditional companies to rearchitect their operating models Explain the opportunities and risks created by digital firms Describe the new challenges and responsibilities for the leaders of both digital and traditional firms Packed with examples--including many from the most powerful and innovative global, AI-driven

competitors--and based on research in hundreds of firms across many sectors, this is your essential guide for rethinking how your firm competes and operates in the era of AI.

## **How the Earth Turned Green**

A social theory of grand corruption from antiquity to the twenty-first century. In contemporary policy discourse, the notion of corruption is highly constricted, understood just as the pursuit of private gain while fulfilling a public duty. Its paradigmatic manifestations are bribery and extortion, placing the onus on individuals, typically bureaucrats. Sudhir Chella Rajan argues that this understanding ignores the true depths of corruption, which is properly seen as a foundation of social structures. Not just bribes but also caste, gender relations, and the reproduction of class are forms of corruption. Using South Asia as a case study, Rajan argues that syndromes of corruption can be identified by paying attention to social orders and the elites they support. From the breakup of the Harappan civilization in the second millennium BCE to the anticolonial movement in the late nineteenth and early twentieth centuries, elites and their descendants made off with substantial material and symbolic gains for hundreds of years before their schemes unraveled. Rajan makes clear that this grander form of corruption is not limited to India or the annals of global history. Societal corruption is endemic, as tax cheats and complicit bankers squirrel away public money in offshore accounts, corporate titans buy political influence, and

the rich ensure that their children live lavishly no matter how little they contribute. These elites use their privileged access to power to fix the rules of the game—legal structures and social norms—benefiting themselves, even while most ordinary people remain faithful to the rubrics of everyday life.

## **Super Pumped: The Battle for Uber**

Now in its third edition, this textbook serves to frame understandings of health, health-related behavior, and health care in light of social and health inequality as well as structural violence. It also examines how the exercise of power in the health arena and in society overall impacts human health and well-being.

## **Two Billion Cars**

This book is a study of the life and most important extant work of Rog Bande Sherab, also known as Rogben (1166-1244). Rogben devoted his life to collecting important textual cycles and meditation techniques. Rogben's most important work, *The Lamp of the Teachings*, cuts across the genres of history, doctrinal studies, and doxography. It is one of the earliest philosophically robust explanations of the 'nine vehicle' system of the Ancient or Nyingma school of Tibetan Buddhism.

## **Competing in the Age of AI**

Part green-lifestyle guide, part popular science, *How Bad Are Bananas?* is the first book to provide the



information we need to make carbon-savvy purchases and informed lifestyle choices and to build carbon considerations into our everyday thinking. The book puts our decisions into perspective with entries for the big things (the World Cup, volcanic eruptions, the Iraq war) as well as the small (email, ironing, a glass of beer). And it covers the range from birth (the carbon footprint of having a child) to death (the carbon impact of cremation). Packed full of surprises — a plastic bag has the smallest footprint of any item listed, while a block of cheese is bad news — the book continuously informs, delights, and engages the reader. Solidly researched and referenced, the easily digestible figures, statistics, charts, and graphs (including a section on the carbon footprint of various foods) will encourage discussion and help people to make up their own minds about their consumer choices.

## **Energy Systems Engineering: Evaluation and Implementation**

Plug-in electric vehicles are coming. Major automakers plan to commercialize their first models soon, while Israel and Denmark have ambitious plans to electrify large portions of their vehicle fleets. No technology has greater potential to end the United States' crippling dependence on oil, which leaves the nation vulnerable to price shocks, supply disruptions, environmental degradation, and national security threats including terrorism. What does the future hold for this critical technology, and what should the U.S. government do to promote it? Hybrid vehicles now

number more than one million on America's roads, and they are in high demand from consumers. The next major technological step is the plug-in electric vehicle. It combines an internal combustion engine and electric motor, just as hybrids do. But unlike their precursors, PEVs can be recharged from standard electric outlets, meaning the vehicles would no longer be dependent on oil. Widespread growth in the use of PEVs would dramatically reduce oil dependence, cut driving costs and reduce pollution from vehicles. National security would be enhanced, as reduced oil dependence decreases the leverage and resources of petroleum exporters. Brookings fellow David Sandalow heads up an authoritative team of experts including former government officials, private-sector analysts, academic experts, and nongovernmental advocates. Together they explain the current landscape for PEVs: the technology, the economics, and the implications for national security and the environment. They examine how the national interest could be served by federal promotion and investment in PEVs. For example, can tax or procurement policy advance the cause of PEVs? Should the public sector contribute to greater research and development? Should the government insist on PEVs to replenish its huge fleet of official vehicles? Plug-in electric vehicles are coming. But how soon, in what numbers, and to what effect? Federal policies in the years ahead will go a long way toward answering those questions. David Sandalow and his colleagues examine what could be done in that regard, as well as what should be done.

With glorious photography and sharp writing, *Never Stop Driving* presents the case for the mental and social benefits of driving and engaging with automobiles. It also shows you—from dreaming about a car to living with it—how to jump in and get the most from your machine. There’s never been a better time to go for a drive. As a nation, we are chronically overstressed, overworked, and not sleeping enough. Worse yet, our digital devices are taking ever increasing chunks of what remaining free time we do have. Activities that force us to engage with ourselves and the environment around us are needed more than ever. Might I suggest a spin in a four-wheeled escape pod? The car—the act of driving, repairing, maintaining—drives out distraction and demands we be “present.” Making the car a pursuit invites not just the freedom of the road, but the potential to connect with thousands of like-minded individuals as well as the pleasure of simply caring for the machine. Further, there’s the thrill of commanding an object that represents a high point of human ingenuity and design. Cars invite passion. The first step is embracing the itch and acting on it. Learn how to choose your perfect weekend car, hunt for it, and make the deal. Then, find peace in the wrenches with tips on taking the plunge into maintaining your ride, including how your car can be an opportunity to tear your kids away from their screens and strengthen your bond with them. Next, explore the joy of driving, from scenic byways to taking your car to its performance limit. You’ll also tour the various

highlights of the driving life, like how to become an automotive archaeologist, the possibilities for those short on cash but high for adventure, the car as a social gathering point, and what the future with autonomous cars means for those who love to drive. *Never Stop Driving* shines some light on why we find these machines so captivating, offering some inspiration and validation, and finally inviting those who are curious but haven't made the leap to get in the car. Let's roll.

## **Never Stop Driving**

More than 250 experts from around the world gathered at the Asilomar Transportation and Energy Conference in August 2007 to tackle what many agree is the greatest environmental challenge the world faces: climate change. This 11th Biennial Conference, organized under the auspices of the Energy and Alternative Fuels Committees of the U.S. Transportation Research Board, examined key climate change policy issues and strategies to combat climate impacts from the transportation sector, a leading source of greenhouse gas emissions. This book includes chapters by leading presenters at the Asilomar Conference that reflect the most current views of the world's experts about a critical and rapidly evolving energy and environmental problem. The chapters in this book examine increasing worldwide emissions of greenhouse gases, uncertain oil supply, evolving climate change science, public attitudes toward climate change, and the implications for the U.S. of growth in China, India and elsewhere.

They propose methods to reduce growth in vehicle travel through alternative fuel, new technologies, and land use planning. They examine the costs and the potential for greenhouse gas reduction through deployment of advanced technology and alternative fuels and propose strategies to motivate consumers to buy fuel efficient and alternative fuel vehicles, including heavy duty trucks.

## **The Pig Book**

THE #1 NEW YORK TIMES BESTSELLER IS NOW A MAJOR-MOTION PICTURE DIRECTED BY RON HOWARD AND STARRING AMY ADAMS, GLENN CLOSE, AND GABRIEL BASSO "You will not read a more important book about America this year."—The Economist "A riveting book."—The Wall Street Journal "Essential reading."—David Brooks, New York Times Hillbilly Elegy is a passionate and personal analysis of a culture in crisis—that of white working-class Americans. The disintegration of this group, a process that has been slowly occurring now for more than forty years, has been reported with growing frequency and alarm, but has never before been written about as searingly from the inside. J. D. Vance tells the true story of what a social, regional, and class decline feels like when you were born with it hung around your neck. The Vance family story begins hopefully in postwar America. J. D.'s grandparents were "dirt poor and in love," and moved north from Kentucky's Appalachia region to Ohio in the hopes of escaping the dreadful poverty around them. They raised a middle-class family, and

eventually one of their grandchildren would graduate from Yale Law School, a conventional marker of success in achieving generational upward mobility. But as the family saga of Hillbilly Elegy plays out, we learn that J.D.'s grandparents, aunt, uncle, sister, and, most of all, his mother struggled profoundly with the demands of their new middle-class life, never fully escaping the legacy of abuse, alcoholism, poverty, and trauma so characteristic of their part of America. With piercing honesty, Vance shows how he himself still carries around the demons of his chaotic family history. A deeply moving memoir, with its share of humor and vividly colorful figures, Hillbilly Elegy is the story of how upward mobility really feels. And it is an urgent and troubling meditation on the loss of the American dream for a large segment of this country.

## **Sustainable Transportation Systems Engineering**

### **Two Billion Cars: Driving Toward Sustainability**

Market: energy professionals including analysts, system engineers, mechanical engineers, and electrical engineers Problems and worked-out equations use SI units

### **The 20 Billion Dollar Diet (r)**

Named one of the best books of the year by NPR, Fortune, Bloomberg, Sunday Times A New York Times

Book Review Editor's Choice "If you want to understand modern-day Silicon Valley, you need to read this book." —John Carreyrou, New York Times best-selling author of *Bad Blood* Hailed as the definitive book on Uber and Silicon Valley, *Super Pumped* is an epic story of ambition and deception, obscene wealth, and bad behavior that explores how blistering technological and financial innovation culminated in one of the most catastrophic twelve-month periods in American corporate history. Backed by billions in venture capital dollars and led by a brash and ambitious founder, Uber promised to revolutionize the way we move people and goods through the world. What followed would become a corporate cautionary tale about the perils of startup culture and a vivid example of how blind worship of startup founders can go wildly wrong.

## **Future of Mobility Roadmaps**

Examines how the economic rise of other nations, such as China and India, is resulting in a boom of car ownership and the impact this major increase will have on the world in the near future with regard to emissions, pollution, global warming, oil shortages, and the auto industry.

## **Total Recall**

This Intergovernmental Panel on Climate Change Special Report (IPCC-SREX) explores the challenge of understanding and managing the risks of climate extremes to advance climate change adaptation.

Extreme weather and climate events, interacting with exposed and vulnerable human and natural systems, can lead to disasters. Changes in the frequency and severity of the physical events affect disaster risk, but so do the spatially diverse and temporally dynamic patterns of exposure and vulnerability. Some types of extreme weather and climate events have increased in frequency or magnitude, but populations and assets at risk have also increased, with consequences for disaster risk. Opportunities for managing risks of weather- and climate-related disasters exist or can be developed at any scale, local to international. Prepared following strict IPCC procedures, SREX is an invaluable assessment for anyone interested in climate extremes, environmental disasters and adaptation to climate change, including policymakers, the private sector and academic researchers.

## **The Age of Surveillance Capitalism**

### **How Bad Are Bananas?**

Alcohol use by young people is extremely dangerous - both to themselves and society at large. Underage alcohol use is associated with traffic fatalities, violence, unsafe sex, suicide, educational failure, and other problem behaviors that diminish the prospects of future success, as well as health risks " and the earlier teens start drinking, the greater the danger. Despite these serious concerns, the media continues to make drinking look attractive to youth, and it remains possible and even easy for teenagers to get



access to alcohol. Why is this dangerous behavior so pervasive? What can be done to prevent it? What will work and who is responsible for making sure it happens? Reducing Underage Drinking addresses these questions and proposes a new way to combat underage alcohol use. It explores the ways in which may different individuals and groups contribute to the problem and how they can be enlisted to prevent it. Reducing Underage Drinking will serve as both a game plan and a call to arms for anyone with an investment in youth health and safety.

## **Two Billion Cars**

A VINTAGE ORIGINAL Just over two hundred years ago, there were one billion humans on Earth. There are now over seven billion of us. And, sometime this century, the world population will reach at least ten billion. Deforestation. Desertification. Species extinction. Global warming. Growing threats to food and water. The driving issues of our times are the result of one huge problem: Us. As the population continues to grow, our problems will increase. And this means that every way we look at it, a planet of ten billion people is likely to be a nightmare. Stephen Emmott, a scientist whose lab is at the forefront of research into complex natural systems, sounds the alarm. TEN BILLION is a snapshot of our planet, and our species, approaching a crisis, and a stark analysis of where this leaves us. TEN BILLION is not another climate book. TEN BILLION is a book about us.

## **Sleep Disorders and Sleep Deprivation**

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The nation has compelling reasons to reduce its consumption of oil and emissions of carbon dioxide. Plug-in hybrid electric vehicles (PHEVs) promise to contribute to both goals by allowing some miles to be driven on electricity drawn from the grid, with an internal combustion engine that kicks in when the batteries are discharged. However, while battery technology has made great strides in recent years, batteries are still very expensive. Transitions to Alternative Transportation Technologies--Plug-in Hybrid Electric Vehicles builds on a 2008 National Research Council report on hydrogen fuel cell vehicles. The present volume reviews the current and projected technology status of PHEVs; considers the factors that will affect how rapidly PHEVs could enter the marketplace, including the interface with the electric transmission and distribution system; determines a maximum practical penetration rate for PHEVs consistent with the time frame and factors considered in the 2008 Hydrogen report; and incorporates PHEVs into the models used in the hydrogen study to estimate the costs and impacts on petroleum consumption and carbon dioxide emissions.

## **Blue Ocean Strategy, Expanded Edition**

This “amazing and wonderful book” explores the evolutionary history of photosynthesis in a grand story of how the world became the verdant place we know (Choice). On this blue planet, long before dinosaurs reigned, tiny green organisms populated the ancient oceans. Fossil and phylogenetic evidence

suggests that chlorophyll, the green pigment responsible for coloring these organisms, has been in existence for some 85% of Earth's long history—that is, for roughly 3.5 billion years. In *How the Earth Turned Green*, Joseph E. Armstrong traces the history of these verdant organisms, which many would call plants, from their ancient beginnings to the diversity of green life that inhabits the Earth today. Using an evolutionary framework, *How the Earth Turned Green* addresses questions such as: Should all green organisms be considered plants? Why do these organisms look the way they do? How are they related to one another and to other chlorophyll-free organisms? How do they reproduce? How have they changed and diversified over time? And how has the presence of green organisms changed the Earth's ecosystems? With engaging prose and astonishing breadth, as well as informative diagrams and illustrations, *How the Earth Turned Green* demonstrates “how the Earth blossomed into such an incredible world that most of us simply take for granted” (San Francisco Book Review).

## **Economics of Good and Evil**

The searing accounts of Aleksandr Solzhenitsyn, Evgeniia Ginsberg and Varlam Shalamov opened the world's eyes to the terrors of the Soviet Gulag. But not until now has there been a memoir of life inside the camps written from the perspective of an actual employee of the Secret police. In this riveting memoir, superbly translated by Deborah Kaple, Fyodor Mochulsky describes being sent to work as a boss at

the forced labor camp of Pechorlag in the frozen tundra north of the Arctic Circle. Only twenty-two years old, he had but a vague idea of the true nature of the Gulag. What he discovered was a world of unimaginable suffering and death, a world where men were starved, beaten, worked to death, or simply executed. Mochulsky details the horrific conditions in the camps and the challenges facing all those involved, from prisoners to guards. He depicts the power struggles within the camps between the secret police and the communist party, between the political prisoners (most of whom had been arrested for the generic crime of "counter-revolutionary activities") and the criminal convicts. And because Mochulsky writes of what he witnessed with the detachment of the engineer that he was, readers can easily understand how a system that destroyed millions of lives could be run by ordinary Soviet citizens who believed they were advancing the cause of socialism. Mochulsky remained a communist party member his entire life--he would later become a diplomat--but was deeply troubled by the gap between socialist theory and the Soviet reality of slave labor and mass murder. This unprecedented memoir takes readers into that reality and sheds new light on one of the most harrowing tragedies of the 20th century.

## **Plug-In Electric Vehicles**

The federal government wastes your tax dollars worse than a drunken sailor on shore leave. The 1984 Grace Commission uncovered that the Department of Defense spent \$640 for a toilet seat and \$436 for a

hammer. Twenty years later things weren't much better. In 2004, Congress spent a record-breaking \$22.9 billion dollars of your money on 10,656 of their pork-barrel projects. The war on terror has a lot to do with the record \$413 billion in deficit spending, but it's also the result of pork over the last 18 years the likes of: - \$50 million for an indoor rain forest in Iowa - \$102 million to study screwworms which were long ago eradicated from American soil - \$273,000 to combat goth culture in Missouri - \$2.2 million to renovate the North Pole (Lucky for Santa!) - \$50,000 for a tattoo removal program in California - \$1 million for ornamental fish research Funny in some instances and jaw-droppingly stupid and wasteful in others, The Pig Book proves one thing about Capitol Hill: pork is king!

## **Reducing Climate Impacts in the Transportation Sector**

Scores of talented and dedicated people serve the forensic science community, performing vitally important work. However, they are often constrained by lack of adequate resources, sound policies, and national support. It is clear that change and advancements, both systematic and scientific, are needed in a number of forensic science disciplines to ensure the reliability of work, establish enforceable standards, and promote best practices with consistent application. Strengthening Forensic Science in the United States: A Path Forward provides a detailed plan for addressing these needs and suggests the creation of a new government entity, the National

Institute of Forensic Science, to establish and enforce standards within the forensic science community. The benefits of improving and regulating the forensic science disciplines are clear: assisting law enforcement officials, enhancing homeland security, and reducing the risk of wrongful conviction and exoneration. Strengthening Forensic Science in the United States gives a full account of what is needed to advance the forensic science disciplines, including upgrading of systems and organizational structures, better training, widespread adoption of uniform and enforceable best practices, and mandatory certification and accreditation programs. While this book provides an essential call-to-action for congress and policy makers, it also serves as a vital tool for law enforcement agencies, criminal prosecutors and attorneys, and forensic science educators.

## **TR News**

Engineer and implement sustainable transportation solutions Featuring in-depth coverage of passenger and freight transportation, this comprehensive resource discusses contemporary transportation systems and options for improving their sustainability. The book addresses vehicle and infrastructure design, economics, environmental concerns, energy security, and alternative energy sources and platforms. Worked-out examples, case studies, illustrations, equations, and end-of-chapter problems are also included in this practical guide. Sustainable Transportation Systems Engineering covers:  
Background on energy security and climate change

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Systems analysis tools and techniques Individual choices and transportation demand Transportation systems and vehicle design Physical design of transportation infrastructure Congestion mitigation in urban passenger transportation Role of intelligent transportation systems Public transportation and multimodal solutions Personal mobility and accessibility Intercity passenger transportation Freight transportation function and current trends Freight modal and supply chain management approaches Spatial and geographic aspects of freight transportation Alternative fuels and platforms Electricity and hydrogen as alternative fuels Bioenergy resources and systems Transportation security and planning for extreme weather events PRAISE FOR SUSTAINABLE TRANSPORTATION SYSTEMS ENGINEERING: "This book addresses one of the great challenges of the 21st century--how to transform our resource-intensive passenger and freight transportation system into a set of low-carbon, economically efficient, and socially equitable set of services." -- Dan Sperling, Professor and Director, Institute of Transportation Studies, University of California, Davis, author of Two Billion Cars: Driving toward Sustainability "provides a rich tool kit for students of sustainable transportation, embracing a systems approach. The authors aptly blend engineering, economics, and environmental impact analysis approaches." -- Susan Shaheen, Professor, Department of Civil and Environmental Engineering, and Co-Director, Transportation Sustainability Research Center, University of California, Berkeley

## **The Buddha's Doctrine and the Nine Vehicles**

Is the automobility regime experiencing a transition towards sustainability? To answer that question, this book investigates stability and change in contemporary transport systems. It makes a socio-technical analysis of transport systems, exploring the strategies and beliefs of crucial actors such as car manufacturers, local and national governments, citizens, car drivers, transport planners and civil society. Two guiding questions are: Will we see a greening of cars, based on technological innovations that sustain the existing car-based system? Or is something more radical desirable and likely, such as the development of travel regimes in which car use is less dominant?

## **Humans Versus Nature**

Today there are over a billion vehicles in the world, and within twenty years, the number will double, largely a consequence of China's and India's explosive growth. Given that greenhouse gases are already creating havoc with our climate and that violent conflict in unstable oil-rich nations is on the rise, will matters only get worse? Or are there hopeful signs that effective, realistic solutions can be found? Blending a concise history of cars and their impact on the world, leading transportation experts Daniel Sperling and Deborah Gordon explain how we arrived at this state, and what we can do about it. Sperling and Gordon assign blame squarely where it belongs-



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on the auto-industry, short-sighted government policies, and consumers. They explore such solutions as getting beyond the gas-guzzler monoculture, re-inventing cars, searching for low-carbon fuels, and more. Promising advances in both transportation technology and fuel efficiency together with shifts in traveler behavior, they suggest, offer us a way out of our predicament. The authors conclude that the two places that have the most troublesome emissions problems--California and China--are the most likely to become world leaders on these issues. Arnold Schwarzenegger's enlightened embrace of eco-friendly fuel policies, which he discusses in the foreword, and China's forthright recognition that it needs far-reaching environmental and energy policies, suggest that if they can tackle the issue effectively and honestly, then there really is reason for hope. Updated with a new afterword that sheds light on the profound changes in the global economy in the last year, *Two Billion Cars* makes the case for why and how we need to transform transportation now more than ever. "Authoritatively prescriptive."  
--Tom Vanderbilt, *Wilson Quarterly* "Provocative and pleasurable, far-seeing and refreshing, fact-based and yet a page-turner, global in scope but rooted in real places. The authors make a convincing case that smart consumers driving smart electric-drive cars can find the critical path to a safer planet." --Robert Socolow, Princeton University "In this insightful and persuasive book, Sperling and Gordon highlight one of the biggest environmental challenges of this century: two billion cars. They rightly contend that we cannot avert the worst of global warming without making our cars cleaner and petroleum-free. Luckily the authors

also offer a roadmap for navigating this problem that is both visionary and achievable." --Frances Beinecke, President, Natural Resources Defense Council

## **Hillbilly Elegy**

"While getting into his car on the evening of February 16, 1978, the chief of the CIA's Moscow station was handed an envelope by an unknown Russian. Its contents stunned the Americans: details of top-secret Soviet research and development in military technology that was totally unknown to the United States. From 1979 to 1985, Adolf Tolkachev, an engineer at a military research center, cracked open the secret Soviet military research establishment, using his access to hand over tens of thousands of pages of material about the latest advances in aviation technology, alerting the Americans to possible developments years in the future. He was one of the most productive and valuable spies ever to work for the United States in the four decades of global confrontation with the Soviet Union. Tolkachev took enormous personal risks, but so did his CIA handlers. Moscow station was a dangerous posting to the KGB's backyard. The CIA had long struggled to recruit and run agents in Moscow, and Tolkachev became a singular breakthrough. With hidden cameras and secret codes, and in face-to-face meetings with CIA case officers in parks and on street corners, Tolkachev and the CIA worked to elude the feared KGB. Drawing on previously secret documents obtained from the CIA, as well as interviews with participants, Hoffman reveals how the depredations of

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the Soviet state motivated one man to master the craft of spying against his own nation until he was betrayed to the KGB by a disgruntled former CIA trainee. No one has ever told this story before in such detail, and Hoffman's deep knowledge of spycraft, the Cold War, and military technology makes him uniquely qualified to bring readers this real-life espionage thriller"--Provided by publisher.

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