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projects the organization of the future? A project is a temporary organization and one-time process established to achieve a desired outcome. Projects range in size from small teams to large international joint-ventures and temporary coalitions of public and private organizations. What distinguishes projects from all other organizational activities - such as mass produced products and services - is that a project is finite in duration, lasting from hours, days, or weeks to years, and in some cases decades. Each project is disposable. It brings together people and resources to accomplish a goal and when the goal is accomplished, the organization disappears. When projects are complex, unpredictable, and changing, their plans have to be flexible and able to adjust to situations that cannot foreseen at the outset. In this Very Short Introduction Andrew Davies looks at how projects have

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developed since the industrial revolution to create the human-built world in which we live, work, and play. Considering some of our greatest endeavours such as the Erie Canal, Apollo Moon landing, Japanese product development, and Chinese ecocity projects, Davies identifies how projects are organized and managed to design and produce large and complex systems, cope with fast changing conditions, and deal with the immense uncertainties required to create breakthrough innovations in products and services. He concludes by considering how projects could be organized to address the challenges facing the post-industrial society of the 21st century. 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

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What is innovation? How is innovation used in business? How can we use it to succeed? Innovation - the ways ideas are made valuable - makes an important contribution to economic and social development, and is an increasingly topical issue. Not so long ago, there were no information technologies, commercial airlines, or television companies. Our parents were born into a world very different to today's, where television had yet to be invented, and there was no penicillin or frozen food. When our grandparents were born there were no internal combustion engines, aeroplanes, cinemas, or radios. In the last 150 years our world has been transformed - largely

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in part due to innovation. This Very Short Introduction looks at what innovation is and why it affects us so profoundly. It examines how it occurs, who stimulates it, how it is pursued, and what its outcomes are, both positive and negative. Innovation is hugely challenging and failure is common, yet it is essential to our social and economic progress. Mark Dodgson and David Gann consider the extent to which our understanding of innovation developed over the past century and how it might be used to interpret the global economy we all face in the future.

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Today it is usually not long before a problem gets expressed as a human rights issue. Indeed, human rights law continues to gain increasing attention internationally, and must move quickly in order to keep up with a social world that changes so rapidly. This Very Short Introduction, in its second edition, brings the issue of human rights up to date, considering the current controversies surrounding the movement. Discussing torture and arbitrary detention in the context of counter terrorism, Andrew Clapham also considers new challenges to human rights in the context of privacy, equality and the right to health. Looking at the philosophical justification for rights, the historical origins of human rights and how they are formed in law, Clapham

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Very Short Introductions explains what our human rights actually are, what they might be, and where the human rights movement is heading.

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Essential reading for anyone interested in the African continent and the diversity of human history, this Very Short Introduction looks at Africa's past and reflects on the changing ways it has been imagined and represented. Key themes in current thinking about Africa's history are illustrated with a range of fascinating

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historical examples, drawn from over 5 millennia across this vast continent.

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For better or worse--be it militarily, politically, economically, technologically, or culturally--Americans have had a profound role in shaping the wider world beyond them. The United States has been a savior to some, a curse to others, but either way such views are often based on a caricature of American actions and intentions. American Foreign Relations,

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then, is a subject of immense global importance that provokes strong emotions and much debate, but often based on deep misunderstanding. This Very Short Introduction analyzes the key episodes, themes, and individuals in the history of American foreign relations. While discussing diplomacy and the periods of war that have shaped national and international history, it also addresses such topics as industrialization, globalization, imperialism, and immigration. Covering the Revolution through the War on Terror, it examines the connections between domestic politics and foreign affairs, as well as the importance of ideals and values. Sharply written and highly readable, *American Foreign Relations* offers a clear-eyed narrative of America's role in the world and how it has evolved over time. ABOUT THE SERIES: The Very Short Introductions series from

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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

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branding, and asks whether the idea of brands and branding is starting to decline, or whether it has a long future ahead.

This title considers the history of Italy from the Risorgimento (the movement leading to Italian Unification in 1861) to the present. It also discusses Italy's political system and style of government; economic modernisation; emigration, internal migration and immigration; and the modern Italian culture and lifestyle.

Black holes are a constant source of fascination to many due to their mysterious nature. In this Very Short Introduction, Katherine Blundell addresses a variety of questions, including what a black hole actually is, how they are characterized and discovered, and what would happen if you came too close to one. She explains how black holes form

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and grow - by stealing material that belongs to stars, as well as how many there may be in the Universe. She also explores the large black holes found in the centres of galaxies, and how black holes give rise to quasars and other spectacular phenomena in the cosmos. 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.

Discusses the basic components of computers; how increasingly miniature parts have led to products, applications, and networks that solve problems; the issues that increased connectivity has

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produced, and some of the emerging technologies in the field.

This acclaimed short study, originally published in 1983, and now thoroughly updated, elucidates the varied theoretical contributions of Roland Barthes (1915-80), the 'incomparable enlivener of the literary mind' whose lifelong fascination was with the way people make their world intelligible. He has a multi-faceted claim to fame: to some he is the structuralist who outlined a 'science of literature', and the most prominent promoter of semiology; to others he stands not for science but pleasure, espousing a theory of literature which gives the reader a creative role. This book describes the many projects, which Barthes explored and which helped to change the way we think about a range of cultural phenomena - from literature, fashion, wrestling, and advertising to

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