

## Networks A Very Short Introduction Very Short Introductions

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Networks: A Very Short Introduction (Very Short Introductions): Amazon.co.uk: Caldarelli, Guido, Catanzaro, Michele: 9780199588077: Books. £ 5.99. RRP: £ 8.99. You Save: £ 3.00 (33%) & FREE Delivery on your first eligible order to UK or Ireland. Details.

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**Networks: A Very Short Introduction—Very Short Introductions**

In this Very Short Introduction, Guido Caldarelli and Michele Catanzaro discuss the nature and variety of networks, using everyday examples from society, technology, nature, and history to explain and understand the science of network theory.

**Networks: A Very Short Introduction (Very Short...**

In this Very Short Introduction, Guido Caldarelli and Michele Catanzaro discuss the nature and variety of networks, using everyday examples from society, technology, nature, and history to explain and understand the science of network theory. They show the ubiquitous role of networks; how networks self-organize; why the rich get richer; and how networks can spontaneously collapse.

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This short introduction to Networks is a good way to introduce the ideas of Networks and how widespread they are in our lives. The text is part of a series of ‘ a very short introduction ’ books, however it is independent in terms of the topic – Networks.

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A Very Short Introduction... Southern Health Foundation Trust (SHFT) provide mental and community health services across most of Hampshire. We have evolved a sophisticated data warehouse integrating community and mental health data from a variety of clinical systems.

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Networks are involved in many aspects of everyday life, from food webs in ecology and the spread of pandemics to social networking and public transport. This Very Short Introduction explores the basics of network theory to understand the science of complexity and its importance, using examples from nature, technology, and society, and history.

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**Networks: A Very Short Introduction by Guido Caldarelli...**

‘ A world of networks ’ considers how the world’s networks are interconnected. In cyberspace, power grids support the Internet, which hosts the WWW, which in turn enables email services, social networks, information websites, and file-sharing systems. Many activities, including flight control, bank programs, emergency systems, and commercial services also depend on the WWW.

**3. A world of networks—Very Short Introductions**

Networks: A Very Short Introduction (Very Short Introductions) Caldarelli, Guido and Catanzaro, Michele Oxford University Press: Oxford, 2012 ISBN 9780199588077 (pb) Order this book. Reviewed by Patrick Doreian University of Pittsburgh and University of Ljubljana. This book must have been difficult to write.

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From ecosystems to Facebook, from the Internet to the global financial market, some of the most important and familiar natural systems and social phenomena are based on a networked structure. It is impossible to understand the spread of an epidemic, a computer virus, large-scale blackouts, or massive extinctions without taking into account the network structure that underlies all these phenomena. In this Very Short Introduction, Guido Caldarelli and Michele Catanzaro discuss the nature and variety of networks, using everyday examples from society, technology, nature, and history to explain and understand the science of network theory. They show the ubiquitous role of networks; how networks self-organize; why the rich get richer; and how networks can spontaneously collapse. They conclude by highlighting how the findings of complex network theory have very wide and important applications in genetics, ecology, communications, economics, and sociology. 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.

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.

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.

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.

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.

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, analyzed, 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.

How advertising works is not a question that has a simple answer. Advertising is a diverse entity and different campaigns work (or fail to work) in a plethora of different ways. Most advertising persuades people to buy things, but how? And who does it aim to persuade? And how are these decisions made? In this Very Short Introduction Winston Fletcher, an expert with extensive knowledge of advertising from the inside, aims to answer these questions, and in doing so, dispels some of the myths and misunderstandings surrounding the industry. The book contains a short history of advertising and an explanation of how the industry works, and how each of the parties (the advertisers , the media and the agencies) are involved. It considers the extensive spectrum of advertisers and their individual needs. It also looks at the financial side of advertising and asks how advertisers know if they have been successful, or whether the money they have spent has in fact been wasted. Fletcher concludes with a discussion about the controversial and unacceptable areas of advertising such as advertising products to children and advertising products such as cigarettes and alcohol. He also discusses the benefits of advertising and what the future may hold for the industry. 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 produced; and some of the emerging technologies in the field.

Martin Heidegger (1889-1976) is probably the most divisive philosopher of the twentieth century. Considered by some to be the greatest charlatan ever to claim the title of 'philosopher', by some as an apologist for Nazism, he was also an acknowledged leader and central figure to many philosophers. Michael Inwood’s lucid introduction to Heidegger’s thought focuses on his most important work, ‘Being and Time’, and its major themes of existence in the world, inauthenticity, guilt, destiny, truth, and the nature of time. These themes are then revisited in the light of Heidegger’s later work, together with the extent of his philosophical importance and influence. This is an invaluable guide to the complex and voluminous thought of a major twentieth-century existentialist philosopher. 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.

Originally published in 2015 as: Physics: a short history from quintessence to quarks.

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