

Pdf free Pr a social history of spin stuart ewen Copy

looks at public relations and spin doctoring in business and politics all atomic particles have a particular spin analogous to the earth's rotation on its axis the quantum mechanical reality underlying spin is complex and still poorly understood sin itiro tomonaga's the story of spin remains the most complete and accessible treatment of spin and is now available in english translation tomonaga tells the tale of the pioneers of physics and their difficult journey toward an understanding of the nature of spin and its relationship to statistics his clear unfolding of the tale of spin is invaluable to students of physics chemistry and astronomy and his description of the historical development of spin will interest historians and philosophers of science this piece of the history of physics will provide excellent and exciting reading it also provides the personal touch of an expert in the field that is so often lacking in the physics literature i recommend it very highly fritz rohrlich physics today sin itiro tomonaga was awarded the nobel prize for physics in 1965

in this fascinating new book bestselling author and historian nathaniel lande explores the great war at the heart of the twentieth century through the prism of theater he presents the war as a drama that evolved and developed as it progressed a production staged and overseen by four contrasting masters roosevelt churchill hitler and stalin each leader used all the tools at his disposal to present his own distinctive vision of the global drama that was the second world war each area of the media was fully exploited brilliantly conceived oratory was applied to underscore each vision impression management the art of political spin was employed to drive the message home with the careful use of black and white propaganda each side employed uniforms meticulously staged events and broadcast their messages via all media available motion pictures radio broadcasts posters leaflets and beyond their ambitions were similar but each leader had his own distinct methods his own carefully created script for elaborately produced and often wildly successful acts and campaigns of deception to win hearts and minds on the frontlines and the home front the result of this investigation is a wholly distinctive and often surprising work of history a book that manages to cast a fresh light on the most obsessively studied conflict in human history ride away on a round the world adventure of a lifetime with only a change of clothes and a pearl handled revolver in this transcendent novel inspired by the life of annie londonderry bicycling has done more to emancipate women than anything else in the world susan b anthony who was annie londonderry she captured the popular imagination with her daring round the world trip on two wheels it was declared the new york world in october of 1895 the most extraordinary journey ever undertaken by a woman but beyond the headlines londonderry was really annie cohen kopchovsky a young jewish mother of three small children who climbed onto a 42 pound columbia bicycle and pedaled away into history reportedly set in motion by a wager between two wealthy boston merchants the bet required annie not only to circle the earth by bicycle in 15 months but to earn 5 000 en route as well this was no mere test of a woman's physical endurance and mental fortitude it was a test of a woman's ability to fend for herself in the world often attired in a man's riding suit annie turned every victorian notion of female propriety on its head not only did she abandon temporarily her role of wife and mother scandalous in the 1890s she earned her way selling photographs of herself appearing as an attraction in stores and by turning herself into a mobile billboard zheutlin a descendent of annie brilliantly probes the inner life and seeming boundless courage of this outlandish brash and charismatic woman in a time when women could not vote and few worked outside the home annie was a master of public relations a consummate self promoter and a skillful creator of her own myth yet for more than a century her remarkable story was lost to history in spin this remarkable heroine and her marvelous stranger than fiction story is vividly brought to life for a new generation they are the masters of deception the jokers in the pack illusionists conjuring wickets out of thin air with nothing more than an ambled approach and a wonky grip not for them the brutish physicality of the pace bowler nor the reactive slogging of the batsman theirs is a more cerebral art they stand alone in a team sport they are twirlymen having himself failed through a combination of injury and indolence to become a leg spinner of renown amol rajan pays homage to that most eccentric of all sporting heroes the spin bowler on a journey through cricket history rajan introduces us to the greatest purveyors of that craft from w g grace to graeme swann via clarrie grimmet's flipper muttiah muralitharan's helicopter wrist shane warne's ball of the century and all the rest

what exactly made the earth round how do boomerangs turn around mid air and why do cats always land on their feet a basic scientific concept receives long overdue attention kirkus reviews in this fascinating wall street journal new book from the masterful author of the age of wood from the solar system to spinning tops hurricanes to hula hoops power plants to pendulums one mysterious force shapes almost every aspect of our lives spin despite its ubiquity rotational force continues to baffle and surprise and few people realize how it makes our planet habitable or how it has been tamed by engineers to make our lives more comfortable charting the development of engineering and technology from the earliest prehistoric drills to the gas turbine critically acclaimed author and scientist roland ennos presents a riveting account of human ingenuity and the seemingly infinite ways spin affects our daily lives he also shows how this new approach not only helps us better understand the world but also ourselves after all even our own bodies are complex systems of rotating joints and levers artfully moving between astrophysics and anthropology the science of spin shows how whether natural or engineered spin is really what makes the world go round a brilliant fast moving narrative history of the leaders who have defined the modern american presidency bob woodward in republic of spin a vibrant history covering more than one hundred years of politics presidential historian david greenberg recounts the rise of the white house spin machine from teddy roosevelt to barack obama his sweeping startling narrative takes us behind the scenes to see how the tools and techniques of image making and message craft work we meet woodrow wilson convening the first white house press conference franklin roosevelt huddling with his private pollsters ronald reagan's aides crafting his nightly news sound bites and george w bush staging his mission accomplished photo op we meet too the backstage visionaries who pioneered new ways of gauging public opinion and mastering the media figures like george cortelyou tr's brilliantly efficient press manager 1920s ad whiz bruce barton robert montgomery dwight eisenhower's canny tv coach and of course the key spinmeisters of our own times from roger ailes to david axelrod greenberg also examines the profound debates americans have waged over the effect of spin on our politics does spin help our leaders manipulate the citizenry or does it allow them to engage us more fully in the democratic project exploring the ideas of the century's most incisive political critics from walter lippmann and h l mencken to hannah arendt and stephen colbert republic of spin illuminates both the power of spin and its limitations its capacity not only to mislead but also to lead the greatest lies in history examines specific episodes in history to identify the reasons why politicians religious leaders and others have supported some of the most outrageous lies analytical in approach it examines the lie the official truth the historical evidence and the legacy of the lie case studies include the true story of the fate of the prisoners of the bastille in the french revolution the deliberate damage done to king richard iii's reputation by his tudor successors serious questioning of the traditional justification of d day in world war ii and many more asters of the art they include bill o reilly who sir donald bradman claimed to have

been the greatest bowler of his experience clarrie grimmitt arguably the father of spin bowling in australia and the greatest spinner of the modern era shane warne the many other spin bowlers included in the book include arthur mailey don blackie chuck fleetwood smith jack iverson richie benaud jim higgs tim may stuart macgill and nathan lyon

br br spin bowlers in cricket are masters at making the ball loop slowly through the air to confuse batsmen legends of the game know the magic combinations of top spin side spin and off spin necessary to fool the opposition strong the magic of spin strong dissects the various aspects of spin bowling through the stories of the bowlers themselves in addition it includes the history and evolution of spin bowling the wrong un or googly was invented by bernard bjt bosquet grimmitt invented the flipper the ball warne in later years bowled so brilliantly and bill o reilly learned about spin bowling by watching grimmitt like a hawk in test matches the batsmen who have played the great spinners through the years will also help to explain the dark art of spinning br br em spin bowling is magical and to a lot of people a few batsmen included a mystery em ian chappell p spin dynamics basics of nuclear magnetic resonance second edition is a comprehensive and modern introduction which focuses on those essential principles and concepts needed for a thorough understanding of the subject rather than the practical aspects the quantum theory of nuclear magnets is presented within a strong physical framework supported by figures the book assumes only a basic knowledge of complex numbers and matrices and provides the reader with numerous worked examples and exercises to encourage understanding with the explicit aim of carefully developing the subject from the beginning the text starts with coverage of quarks and nucleons and progresses through to a detailed explanation of several important nmr experiments including nmr imaging cosy noesy and trosy completely revised and updated the second edition features new material on the properties and distributions of isotopes chemical shift anisotropy and quadrupolar interactions pake patterns spin echoes slice selection in nmr imaging and a complete new chapter on the nmr spectroscopy of quadrupolar nuclei new appendices have been included on euler angles and coherence selection by field gradients as in the first edition all material is heavily supported by graphics much of which is new to this edition written for undergraduates and postgraduate students taking a first course in nmr spectroscopy and for those needing an up to date account of the subject this multi disciplinary book will appeal to chemical physical material life medical earth and environmental scientists the detailed physical insights will also make the book of interest for experienced spectroscopists and nmr researchers an accessible and carefully written introduction designed to help students to fully understand this complex and dynamic subject takes a multi disciplinary approach focusing on basic principles and concepts rather than the more practical aspects presents a strong pedagogical approach throughout with emphasis placed on individual spins to aid understanding includes numerous worked examples problems further reading and additional notes praise from the reviews of the first edition this is an excellent book that many teachers of nmr spectroscopy will cherish it deserves to be a classic among nmr spectroscopy texts nmr in biomedicine i strongly recommend this book to everyone it is probably the best modern comprehensive description of the subject angewandte chemie international edition this is the first book covering an interdisciplinary field between microwave spectroscopy of electron paramagnetic resonance epr or electron spin resonance esr and chronology science radiation dosimetry and esr epr imaging in material sciences the main object is to determine the elapsed time with esr from forensic medicine to the age and radiation dose in earth and space science this book is written primarily for earth scientists as well as for archaeologists and for physicists and chemists interested in new applications of the method this book can serve as an undergraduate and graduate school textbook on applications of esr to geological and archaeological dating radiation dosimetry and microscopic magnetic resonance imaging mri introduction to esr and chronology science and principle of esr dating and dosimetry are described with applications to actual problems according to materials this book was written to try and answer the question where and when did political spin originate it deals with the techniques of news management developed and used in those advanced democracies who have laws to protect a free press such as the united states of america and to a lesser extent its first cousin several times removed the united kingdom of great britain northern ireland or to be more precise england who in 1695 became the first country in the world to enshrine a free press into their constitutional law this joint history of legal protections of press freedom governmental toleration of free speech progressive legislation to widen the franchise vigorous growth in political parties pluralism and its consequence the peaceful coexistence of different interests convictions and lifestyles a healthy adherence to burkean little platoons of volunteers and most of all sophisticated developments in mass media technologies and consumer marketing techniques all of which means that the anglo saxon cousins are and have always been in the vanguard of news management government and media have been at war from the very beginning au fond this is a struggle for allegiance the media want the allegiance of their readers and viewers because this brings them the profits they need to remain in business as patrick le lay then ceo of the main french private channel tf1 put it there are many ways to speak about tv but in a business perspective let s be realistic tf1 s job is to help coca cola sell its product what we sell to coca cola is available human brain time government on the other hand wants the allegiance of the voter to acquire or retain power the famous victorian editor of the times thomas barnes once said that the newspaper is not an organ through which government can influence people but through which people can influence the government politicians would reverse the dictum and therein lies the causus belli the politician s strategy for winning this war was stated most succinctly by that arch media manipulator david lloyd george what you can t square you squash and what you can t squash you square the media for their part are determined to be neither squashed nor squared from 1800 in the us and 1832 in britain when germany and italy were just a glint in the eye of some petty princes and france was recovering from yet another pointless revolution leaving behind yet another example of kafka s bureaucratic slime competitive party based elections produced extraordinary outbursts of creativity politicians learned that the art of politics is about making and then winning arguments as each successive cutting edge novelty arrived the spin doctors quickly adapted and improved their techniques by adroitly exploiting the new medium s benefits for two centuries and even before the anglo saxons have led the world in spin this is the history of that journey the official book celebrating the 25th anniversary of spin magazine from its first issue in 1985 spin has cultivated a reputation for brilliant writing and broad musical coverage including genres and artists long abandoned by its competitors from punk to electronica goth to gangsta rap emo to garage rock and hip hop to indie rock spin has covered it all and featured interviews with leading artists through every musical wave of the last 25 years spin greatest hits brings together some of the classic stories that have appeared in the magazine each with a new introduction by the author offering historical perspective on the article compiles the best articles from well known writers such as chuck klosterman jonathan ames elizabeth gilbert and david hajdu features the best spin interviews with lou reed noel gallagher chuck d and other influential musicians includes hilarious sidebars such as six extreme metal bands that could be mistaken for flavors of herbal tea six misguided attempts to falsify rock history and more packed with great writing and information spanning a quarter century of iconic music and musicians spin greatest hits is an essential keepsake for music fans and lovers of pop culture from the concert stage to the dressing room from the recording studio to the digital realm spin surveys the modern musical landscape and the culture around it with authoritative reporting provocative interviews and a discerning critical ear with dynamic photography bold graphic design and informed irreverence the pages of spin pulsate with the energy of today s most innovative sounds whether covering what s new or what s next spin is your monthly vip pass to all that rocks from the concert stage to the dressing room from the recording studio to the digital realm spin surveys the modern musical landscape and the culture 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covering what's new or what's next spin is your monthly vip pass to all that rocks this book constitutes the refereed proceedings of the 19th international conference on formal engineering methods icfem 2017 held in xi an china in november 2017 the 28 revised full papers presented together with one invited talk and two abstracts of invited talks were carefully reviewed and selected from 80 submissions the conference focuses on all areas related to formal engineering methods such as verification and validation software engineering formal specification and modeling software security and software reliability the last few years have seen many developments in the study of frustrated systems such as spin glasses and random fields in addition the application of the idea of spin glasses to other branches of physics such as vortex lines in high temperature superconductors protein folding structural glasses and the vulcanization of rubber has been flourishing the earlier reviews are several years old so now is an appropriate time to summarize the recent developments the articles in this book have been written by leading researchers and include theoretical and experimental studies and large scale numerical work using state of the art algorithms designed specifically for spin glass type problems as well as analytical studies the last few years have seen many developments in the study of frustrated systems such as spin glasses and random fields in addition the application of the idea of spin glasses to other branches of physics such as vortex lines in high temperature superconductors protein folding structural glasses and the vulcanization of rubber has been flourishing the earlier reviews are several years old so now is an appropriate time to summarize the recent developments the articles in this book have been written by leading researchers and include theoretical and experimental studies and large scale numerical work using state of the art algorithms designed 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vip pass to all that rocks 100 ideas quick easy inspired outstanding a new addition to the best selling 100 ideas series offering teachers quick and easy ways to engage students convey complex knowledge and build students history specific thinking skills the activities in this book aim to embrace what is mind boggling bizarre and extraordinary about history and tap into students innate curiosity and wonder while still catering to the twin pressures of exam results and observation with this criteria in mind there are plenty of tips on demonstrating progress ways of differentiating preparing students for history assessments and examinations while still having fun we're all familiar with the warning don't believe everything you see or hear bill press the popular co host of cnn's crossfire will have you wondering whether you should believe anything at all spin intentional manipulation of the truth is everywhere it's in the white house in the courtrooms in headlines and advertising slogans even couples on dates not to mention book jackets are guilty of spin now analyst bill press freeze frames the culture of spin to investigate what exactly spin is who does it and why and its impact on american society as a whole depending upon who is doing it spinning can mean anything from portraying a difficult situation in the best possible light to completely disregarding the facts with the intent of averting embarrassment or scandal using examples drawn from recent history the clinton presidency the florida recount and the bush white house press first probes spin's favorite haunt politics in addition to surveying the incarnations of spin in the fields of journalism law and advertising press also chews on the spin of sex and dating a word that has become the very embodiment of spin perhaps surprisingly however press argues that spin isn't all bad and that without it the harsh truths of our times might be too tough to swallow with the same keen sense of humor that helped make cnn's crossfire television's premier debate show and the limited run of the spin room so popular press turns the tables on the prime purveyors of spin called spin doctors noting some of their biggest guffaws and blunders as press notes it has become abundantly clear that the twenty first century beginning as it has with a president who was spun into office will be a fertile stomping ground for spin containing 609 encyclopedic articles written by more than 200 prominent scholars the oxford companion to the history of modern science presents an unparalleled history of the field invaluable to anyone with an interest in the technology ideas discoveries and learned institutions that have shaped our world over the past five centuries focusing on the period from the renaissance to the early twenty first century the articles cover all disciplines biology alchemy behaviorism historical periods the scientific revolution world war ii the cold war concepts hypothesis space and time ether and methodologies and philosophies observation and experiment darwinism coverage is international tracing the spread of science from its traditional centers and explaining how the prevailing knowledge of non western societies has modified or contributed to the dominant global science as it is currently understood revealing the interplay between science and the wider culture the companion includes entries on topics such as minority groups art religion and science's practical applications one hundred biographies of the most iconic historic figures chosen for their contributions to science and the interest of their lives are also included above all the oxford companion to the history of modern science is a companion to world history modern in coverage generous in breadth and cosmopolitan in scope the volume's utility is enhanced by a thematic outline of the entire contents a thorough system of cross referencing and a detailed index that enables the reader to follow a specific line of inquiry along various threads from multiple starting points each essay has numerous suggestions for further reading all of which favor literature that is accessible to the general reader and a bibliographical essay provides a general overview of the scholarship in the field lastly as a contribution to the visual appeal of the companion over 100 black and white illustrations and an eight page color section capture the eye and spark the imagination this book is the eighth in a series of proceedings for the symposium poincaré which is directed towards a large audience of physicists and of mathematicians the goal of this seminar is to provide up to date information about general topics of great interest in physics both the theoretical and experimental aspects are covered with some historical background inspired by the bourbaki seminar in mathematics in its organization hence nicknamed bourbaphy this poincaré seminarisheldattheinstitutthenripoincaréinparis withcontributionsprepared inadvance particularcareisdevotedtothepedagogicalnatureofthepresentation so as to fulfill the goal of being readable by a large audience of scientists this new volume of the poincaré seminar series the spin corresponds to the eleventh such seminar held on december 8 2007 it describes how this once mysterious quantum reality called spin has become ubiquitous in modern physics from the most theoretical aspects down to the most practical applications of miniaturizing electronic and computer devices or helping medical diagnosis the 9th international symposium on high energy spin physics held in bonn 6-15 september 1990 attracted 280 participants from 16 countries this meeting covered not only fundamental experimental and theoretical spin phenomena but also technological developments in polarized beams and targets for the first time intermediate energy spin physics with electron machines was discussed extensively highlights included the work on polarized high energy electron beams at lep and tristan and the failure of the standard model in connection with spin phenomena in particular the growth of the spin asymmetry in violent proton proton scattering also the presentation of different models in connection with the still unsolved proton spin crisis and the proposals for four different experiments to determine the spin structure functions caused lively and sometimes controversial discussions the organizing committee would like to thank all speakers for their excellent talks the conveners for the organization of the parallel sessions and the international advisory committee for their advice four workshops preceded the

symposium 160 participants among them many young physicists discussed mainly technological spin problems these papers are published in separate proceedings we gratefully acknowledge the enthusiastic help of the members of our institute in preparing and running the conference and the workshops especially mrs d fasbender mrs e wendorf mrs j wetzel and dr u idschok the purpose of this collective book is to present a non exhaustive survey of sp related phenomena in semiconductors with a focus on recent research in some sense it may be regarded as an updated version of theopticalorientation book which was entirely devoted to spin physics in bulk semiconductors during the 24 years that have elapsed we have witnessed on the one hand an extraordinary development in the wonderful semiconductor physics in two dim sions with the accompanying revolutionary applications on the other hand during the last maybe 15 years there was a strong revival in the interest in spin phen ena in particular in low dimensional semiconductor structures while in the 1970s and 1980s the entire world population of researchers in the eld never exceeded 20 persons now it can be counted by the hundreds and the number of publications by the thousands this explosive growth is stimulated to a large extent by the hopes that the electron and or nuclear spins in a semiconductor will help to accomplish the dream of factorizing large numbers by quantum computing and eventually to develop a new spin based electronics or spintronics whether any of this will happen or not still remains to be seen anyway these ideas have resulted in a large body of interesting and exciting research which is a good thing by itself the eld of spin physics in semiconductors is extremely rich and interesting with many spectacular effects in optics and transport from the concert stage to the dressing room from the recording studio to the digital realm spin surveys the modern musical landscape and the culture around it with authoritative reporting provocative interviews and a discerning critical ear with dynamic photography bold graphic design and informed irreverence the pages of spin pulsate with the energy of today s most innovative sounds whether covering what s new or what s next spin is your monthly vip pass to all that rocks this primer builds the theory of spin glasses starting with the real physical systems and experiments that inspired the theory all atomic particles have a particular spin simple as spin may sound the quantum mechanical reality underlying it is complex and still poorly understood because of the wide range of physics needed for its understanding spin is not described in sufficient depth by any standard textbook yet this mysterious quality and the statistics associated with it have vast practical importance to topics as wide ranging as the stability of atoms and stars and magnetic resonance imaging originally published in 1974 sin itiro tomonaga s the story of spin remains the most complete and accessible treatment of the subject and is now available for the first time in english translation tomonaga tells the tale of the pioneers of physics and their difficult journey toward an understanding of the nature of spin and its relationship to statistics

Pr! 1996-11-14 looks at public relations and spin doctoring in business and politics

From Sting to Spin 2010 all atomic particles have a particular spin analogous to the earth's rotation on its axis the quantum mechanical reality underlying spin is complex and still poorly understood sin itiro tomonaga's story of spin remains the most complete and accessible treatment of spin and is now available in english translation tomonaga tells the tale of the pioneers of physics and their difficult journey toward an understanding of the nature of spin and its relationship to statistics his clear unfolding of the tale of spin is invaluable to students of physics chemistry and astronomy and his description of the historical development of spin will interest historians and philosophers of science this piece of the history of physics will provide excellent and exciting reading it also provides the personal touch of an expert in the field that is so often lacking in the physics literature i recommend it very highly fritz rohrlich physics today sin itiro tomonaga was awarded the nobel prize for physics in 1965

The Story of Spin 1998-03-14 [unreadable text]

From Sting to Spin 2008-06 in this fascinating new book bestselling author and historian nathaniel lande explores the great war at the heart of the twentieth century through the prism of theater he presents the war as a drama that evolved and developed as it progressed a production staged and overseen by four contrasting masters roosevelt churchill hitler and stalin each leader used all the tools at his disposal to present his own distinctive vision of the global drama that was the second world war each area of the media was fully exploited brilliantly conceived oratory was applied to underscore each vision impression management the art of political spin was employed to drive the message home with the careful use of black and white propaganda each side employed uniforms meticulously staged events and broadcast their messages via all media available motion pictures radio broadcasts posters leaflets and beyond their ambitions were similar but each leader had his own distinct methods his own carefully created script for elaborately produced and often wildly successful acts and campaigns of deception to win hearts and minds on the frontlines and the home front the result of this investigation is a wholly distinctive and often surprising work of history a book that manages to cast a fresh light on the most obsessively studied conflict in human history

[unreadable text] 2017-03-21 ride away on a round the world adventure of a lifetime with only a change of clothes and a pearl handled revolver in this transcendent novel inspired by the life of annie londonderry bicycling has done more to emancipate women than anything else in the world susan b anthony who was annie londonderry she captured the popular imagination with her daring round the world trip on two wheels it was declared the new york world in october of 1895 the most extraordinary journey ever undertaken by a woman but beyond the headlines londonderry was really annie cohen kopchovsky a young jewish mother of three small children who climbed onto a 42 pound columbia bicycle and pedaled away into history reportedly set in motion by a wager between two wealthy boston merchants the bet required annie not only to circle the earth by bicycle in 15 months but to earn 5 000 en route as well this was no mere test of a woman's physical endurance and mental fortitude it was a test of a woman's ability to fend for herself in the world often attired in a man's riding suit annie turned every victorian notion of female propriety on its head not only did she abandon temporarily her role of wife and mother scandalous in the 1890s she earned her way selling photographs of herself appearing as an attraction in stores and by turning herself into a mobile billboard zheutlin a descendent of annie brilliantly probes the inner life and seeming boundless courage of this outlandish brash and charismatic woman in a time when women could not vote and few worked outside the home annie was a master of public relations a consummate self promoter and a skillful creator of her own myth yet for more than a century her remarkable story was lost to history in spin this remarkable heroine and her marvelous stranger than fiction story is vividly brought to life for a new generation

Spinning History 2021-06-01 they are the masters of deception the jokers in the pack illusionists conjuring wickets out of thin air with nothing more than an ambled approach and a wonky grip not for them the brutish physicality of the pace bowler nor the reactive sloggng of the batsman theirs is a more cerebral art they stand alone in a team sport they are twirlymen having himself failed through a combination of injury and indolence to become a leg spinner of renown amol rajan pays homage to that most eccentric of all sporting heroes the spin bowler on a journey through cricket history rajan introduces us to the greatest purveyors of that craft from w g grace to graeme swann via clarrie grimmet's flipper muttiah muralitharan's helicopter wrist shane warne's ball of the century and all the rest

Spin 2011-11-30 [unreadable text] 2[unreadable text]35000[unreadable text]

Twirlymen 2009 what exactly made the earth round how do boomerangs turn around mid air and why do cats always land on their feet a basic scientific concept receives long overdue attention kirkus reviews in this fascinating wall street journal new book from the masterful author of the age of wood from the solar system to spinning tops hurricanes to hula hoops power plants to pendulums one mysterious force shapes almost every aspect of our lives spin despite its ubiquity rotational force continues to baffle and surprise and few people realize how it makes our planet habitable or how it has been tamed by engineers to make our lives more comfortable charting the development of engineering and technology from the earliest prehistoric drills to the gas turbine critically acclaimed author and scientist roland ennos presents a riveting account of human ingenuity and the seemingly infinite ways spin affects our daily lives he also shows how this new approach not only helps us better understand the world but also ourselves after all even our own bodies are complex systems of rotating joints and levers artfully moving between astrophysics and anthropology the science of spin shows how whether natural or engineered spin is really what makes the world go round

1001 Questions and Answers 2009-12 a brilliant fast moving narrative history of the leaders who have defined the modern american presidency bob woodward in republic of spin a vibrant history covering more than one hundred years of politics presidential historian david greenberg recounts the rise of the white house spin machine from teddy roosevelt to barack obama his sweeping startling narrative takes us behind the scenes to see how the tools and techniques of image making and message craft work we meet woodrow wilson convening the first white house press conference franklin roosevelt huddling with his private pollsters ronald reagan's aides crafting his nightly news sound bites and george w bush staging his mission accomplished photo op we meet too the backstage visionaries who pioneered new ways of gauging public opinion and mastering the media figures like george cortelyou tr's brilliantly efficient press manager 1920s ad whiz bruce barton robert montgomery dwight eisenhower's canny tv coach and of course the key spinmeisters of our own times from roger ailes to david axelrod greenberg also examines the profound debates americans have waged over the effect of spin on our politics does spin help our leaders manipulate the citizenry or does it allow them to engage us more fully in the democratic project exploring the ideas of the century's most incisive political critics from walter lippmann and h l mencken to hannah arendt and stephen colbert republic of spin illuminates both the power of spin and its limitations its capacity not only to mislead but also to lead

SPIN 2024-07-09 the greatest lies in history examines specific episodes in history to identify the reasons why politicians religious leaders and others have supported some of the most outrageous lies analytical in approach it examines the lie the official truth the historical evidence and the legacy of the lie case studies include the true story of the fate of the prisoners of the bastille in the french revolution the deliberate damage done to king richard iii s reputation by his tudor successors serious questioning of the traditional justification of d day in world war ii and many more

The Science of Spin 2016-01-11 asters of the art they include bill o reilly who sir donald bradman claimed to have been the greatest bowler of his experience clarrie grimmitt arguably the father of spin bowling in australia and the greatest spinner of the modern era shane warne the many other spin bowlers included in the book include arthur mailey don blackie chuck fleetwood smith jack iverson richie benaud jim higgs tim may stuart macgill and nathan lyon br br spin bowlers in cricket are masters at making the ball loop slowly through the air to confuse batsmen legends of the game know the magic combinations of top spin side spin and off spin necessary to fool the opposition strong the magic of spin strong dissects the various aspects of spin bowling through the stories of the bowlers themselves in addition it includes the history and evolution of spin bowling the wrong un or googly was invented by bernard bjt bosenquet grimmitt invented the flipper the ball warne in later years bowled so brilliantly and bill o reilly learned about spin bowling by watching grimmitt like a hawk in test matches the batsmen who have played the great spinners through the years will also help to explain the dark art of spinning br br em spin bowling is magical and to a lot of people a few batsmen included a mystery em ian chappell p

Republic of Spin: An Inside History of the American Presidency 2009-10-01 spin dynamics basics of nuclear magnetic resonance second edition is a comprehensive and modern introduction which focuses on those essential principles and concepts needed for a thorough understanding of the subject rather than the practical aspects the quantum theory of nuclear magnets is presented within a strong physical framework supported by figures the book assumes only a basic knowledge of complex numbers and matrices and provides the reader with numerous worked examples and exercises to encourage understanding with the explicit aim of carefully developing the subject from the beginning the text starts with coverage of quarks and nucleons and progresses through to a detailed explanation of several important nmr experiments including nmr imaging cosy noesy and trosy completely revised and updated the second edition features new material on the properties and distributions of isotopes chemical shift anisotropy and quadrupolar interactions pake patterns spin echoes slice selection in nmr imaging and a complete new chapter on the nmr spectroscopy of quadrupolar nuclei new appendices have been included on euler angles and coherence selection by field gradients as in the first edition all material is heavily supported by graphics much of which is new to this edition written for undergraduates and postgraduate students taking a first course in nmr spectroscopy and for those needing an up to date account of the subject this multi disciplinary book will appeal to chemical physical material life medical earth and environmental scientists the detailed physical insights will also make the book of interest for experienced spectroscopists and nmr researchers an accessible and carefully written introduction designed to help students to fully understand this complex and dynamic subject takes a multi disciplinary approach focusing on basic principles and concepts rather than the more practical aspects presents a strong pedagogical approach throughout with emphasis placed on individual spins to aid understanding includes numerous worked examples problems further reading and additional notes praise from the reviews of the first edition this is an excellent book that many teachers of nmr spectroscopy will cherish it deserves to be a classic among nmr spectroscopy texts nmr in biomedicine i strongly recommend this book to everyone it is probably the best modern comprehensive description of the subject angewandte chemie international edition

The Greatest Lies in History 1994 this is the first book covering an interdisciplinary field between microwave spectroscopy of electron paramagnetic resonance epr or electron spin resonance esr and chronology science radiation dosimetry and esr epr imaging in material sciences the main object is to determine the elapsed time with esr from forensic medicine to the age and radiation dose in earth and space science this book is written primarily for earth scientists as well as for archaeologists and for physicists and chemists interested in new applications of the method this book can serve as an undergraduate and graduate school textbook on applications of esr to geological and archaeological dating radiation dosimetry and microscopic magnetic resonance imaging mri introduction to esr and chronology science and principle of esr dating and dosimetry are described with applications to actual problems according to materials

Spin a Yarn, Weave a Dream 2019-11-01 this book was written to try and answer the question where and when did political spin originate it deals with the techniques of news management developed and used in those advanced democracies who have laws to protect a free press such as the united states of america and to a lesser extent its first cousin several times removed the united kingdom of great britain northern ireland or to be more precise england who in 1695 became the first country in the world to enshrine a free press into their constitutional law this joint history of legal protections of press freedom governmental toleration of free speech progressive legislation to widen the franchise vigorous growth in political parties pluralism and its consequence the peaceful coexistence of different interests convictions and lifestyles a healthy adherence to burkean little platoons of volunteers and most of all sophisticated developments in mass media technologies and consumer marketing techniques all of which means that the anglo saxon cousins are and have always been in the vanguard of news management government and media have been at war from the very beginning au fond this is a struggle for allegiance the media want the allegiance of their readers and viewers because this brings them the profits they need to remain in business as patrick le lay then ceo of the main french private channel tf1 put it there are many ways to speak about tv but in a business perspective let s be realistic tf1 s job is to help coca cola sell its product what we sell to coca cola is available human brain time government on the other hand wants the allegiance of the voter to acquire or retain power the famous victorian editor of the times thomas barnes once said that the newspaper is not an organ through which government can influence people but through which people can influence the government politicians would reverse the dictum and therein lies the causus belli the politician s strategy for winning this war was stated most succinctly by that arch media manipulator david lloyd george what you can t square you squash and what you can t squash you square the media for their part are determined to be neither squashed nor squared from 1800 in the us and 1832 in britain when germany and italy were just a glint in the eye of some petty princes and france was recovering from yet another pointless revolution leaving behind yet another example of kafka s bureaucratic slime competitive party based elections produced extraordinary outbursts of creativity politicians learned that the art of politics is about making and then winning arguments as each successive cutting edge novelty arrived the spin doctors quickly adapted and improved their techniques by adroitly exploiting the new medium s benefits for two centuries and even before the anglo saxons have led the world in spin this is the history of that journey

Magic of Spin 2013-05-20 the official book celebrating the 25th anniversary of spin magazine from its first issue in 1985 spin has cultivated a reputation for brilliant writing and broad musical coverage including genres and artists long abandoned by its competitors from punk to electronica goth to gangsta rap emo to garage rock and hip hop to indie rock spin has covered it all and featured interviews with leading artists through every musical wave of the last 25 years spin greatest hits brings together some of the classic stories that have appeared in the magazine each with a new introduction by the author offering historical perspective on the article compiles the

best articles from well known writers such as chuck klosterman jonathan ames elizabeth gilbert and david hajdu features the best spin interviews with lou reed noel gallagher chuck d and other influential musicians includes hilarious sidebars such as six extreme metal bands that could be mistaken for flavors of herbal tea six misguided attempts to falsify rock history and more packed with great writing and information spanning a quarter century of iconic music and musicians spin greatest hits is an essential keepsake for music fans and lovers of pop culture

Spin Dynamics 1993 from the concert stage to the dressing room from the recording studio to the digital realm spin surveys the modern musical landscape and the culture around it with authoritative reporting provocative interviews and a discerning critical ear with dynamic photography bold graphic design and informed irreverence the pages of spin pulsate with the energy of today s most innovative sounds whether covering what s new or what s next spin is your monthly vip pass to all that rocks

New Applications of Electron Spin Resonance 2013-06-29 from the concert stage to the dressing room from the recording studio to the digital realm spin surveys the modern musical landscape and the culture around it with authoritative reporting provocative interviews and a discerning critical ear with dynamic photography bold graphic design and informed irreverence the pages of spin pulsate with the energy of today s most innovative sounds whether covering what s new or what s next spin is your monthly vip pass to all that rocks

On the Origin of Spin 1886 this book constitutes the refereed proceedings of the 19th international conference on formal engineering methods icfem 2017 held in xi an china in november 2017 the 28 revised full papers presented together with one invited talk and two abstracts of invited talks were carefully reviewed and selected from 80 submissions the conference focuses on all areas related to formal engineering methods such as verification and validation software engineering formal specification and modeling software security and software reliability

The Pennsylvania Magazine of History and Biography 1895 the last few years have seen many developments in the study of frustrated systems such as spin glasses and random fields in addition the application of the idea of spin glasses to other branches of physics such as vortex lines in high temperature superconductors protein folding structural glasses and the vulcanization of rubber has been flourishing the earlier reviews are several years old so now is an appropriate time to summarize the recent developments the articles in this book have been written by leading researchers and include theoretical and experimental studies and large scale numerical work using state of the art algorithms designed specifically for spin glass type problems as well as analytical studies

History of Pasadena 2010-10-01 the last few years have seen many developments in the study of frustrated systems such as spin glasses and random fields in addition the application of the idea of spin glasses to other branches of physics such as vortex lines in high temperature superconductors protein folding structural glasses and the vulcanization of rubber has been flourishing the earlier reviews are several years old so now is an appropriate time to summarize the recent developments the articles in this book have been written by leading researchers and include theoretical and experimental studies and large scale numerical work using state of the art algorithms designed specifically for spin glass type problems as well as analytical studies

SPIN: Greatest Hits 2005-10 from the concert stage to the dressing room from the recording studio to the digital realm spin surveys the modern musical landscape and the culture around it with authoritative reporting provocative interviews and a discerning critical ear with dynamic photography bold graphic design and informed irreverence the pages of spin pulsate with the energy of today s most innovative sounds whether covering what s new or what s next spin is your monthly vip pass to all that rocks

SPIN 1965 from the concert stage to the dressing room from the recording studio to the digital realm spin surveys the modern musical landscape and the culture around it with authoritative reporting provocative interviews and a discerning critical ear with dynamic photography bold graphic design and informed irreverence the pages of spin pulsate with the energy of today s most innovative sounds whether covering what s new or what s next spin is your monthly vip pass to all that rocks

Effects of Magnetically Induced Eddy-current Torques on Spin Motions of an Earth Satellite 1999-08 100 ideas quick easy inspired outstanding a new addition to the best selling 100 ideas series offering teachers quick and easy ways to engage students convey complex knowledge and build students history specific thinking skills the activities in this book aim to embrace what is mind boggling bizarre and extraordinary about history and tap into students innate curiosity and wonder while still catering to the twin pressures of exam results and observation with this criteria in mind there are plenty of tips on demonstrating progress ways of differentiating preparing students for history assessments and examinations while still having fun

SPIN 2017-10-13 we re all familiar with the warning don t believe everything you see or hear bill press the popular co host of cnn s crossfire will have you wondering whether you should believe anything at all spin intentional manipulation of the truth is everywhere it s in the white house in the courtrooms in headlines and advertising slogans even couples on dates not to mention book jackets are guilty of spin now analyst bill press freeze frames the culture of spin to investigate what exactly spin is who does it and why and its impact on american society as a whole depending upon who is doing it spinning can mean anything from portraying a difficult situation in the best possible light to completely disregarding the facts with the intent of averting embarrassment or scandal using examples drawn from recent history the clinton presidency the florida recount and the bush white house press first probes spin s favorite haunt politics in addition to surveying the incarnations of spin in the fields of journalism law and advertising press also chews on the spin of sex and dating a word that has become the very embodiment of spin perhaps surprisingly however press argues that spin isn t all bad and that without it the harsh truths of our times might be too tough to swallow with the same keen sense of humor that helped make cnn s crossfire television s premier debate show and the limited run of the spin room so popular press turns the tables on the prime purveyors of spin called spin doctors noting some of their biggest guffaws and blunders as press notes it has become abundantly clear that the twenty first century beginning as it has with a president who was spun into office will be a fertile stomping ground for spin

Formal Methods and Software Engineering 1997-12-23 containing 609 encyclopedic articles written by more than 200 prominent scholars the oxford companion to the history of modern science presents an unparalleled history of the field invaluable to anyone with an interest in the technology ideas discoveries and learned institutions that have shaped our world over the past five centuries focusing on the period from the renaissance to the early twenty first century the articles cover all disciplines biology alchemy behaviorism historical periods the scientific revolution world war ii the cold war concepts hypothesis space and time ether and methodologies and philosophies observation and experiment darwinism coverage is international tracing the spread of science from its traditional centers and explaining how the prevailing knowledge of non western societies has modified or contributed to the dominant global science as it is currently understood revealing the interplay between science and the wider culture the companion includes entries on topics such as minority groups art religion and science s

practical applications one hundred biographies of the most iconic historic figures chosen for their contributions to science and the interest of their lives are also included above all the oxford companion to the history of modern science is a companion to world history modern in coverage generous in breadth and cosmopolitan in scope the volume s utility is enhanced by a thematic outline of the entire contents a thorough system of cross referencing and a detailed index that enables the reader to follow a specific line of inquiry along various threads from multiple starting points each essay has numerous suggestions for further reading all of which favor literature that is accessible to the general reader and a bibliographical essay provides a general overview of the scholarship in the field lastly as a contribution to the visual appeal of the companion over 100 black and white illustrations and an eight page color section capture the eye and spark the imagination

Spin Glasses And Random Fields 1998 this book is the eighth in a series of proceedings for the s eminaire poincar e which is directed towards a large audience of physicists and of mathematicians the goal of this seminar is to provide up to date information about general topics of great interest in physics both the theoretical and experimental aspects are covered with some historical background inspired by the bourbaki seminar in mathematics in its organization hence nicknamed bourbaphy this poincar e seminarisheldattheinstitutthenripoincar einparis withcontributionsprepared inadavance particularcareisdevotedtothepedagogicalnatureofthepresentation so as to ful ll the goal of being readable by a large audience of scientists this new volume of the poincar e seminar series the spin corresponds to the eleventh such seminar held on december 8 2007 it describes how this once mysterious quantum reality called spin has become ubiquitous in modern physics from the most theoretical aspects down to the most practical applications of miniaturizing electronic and computer devices or helping medical diagnosis

Spin Glasses and Random Fields 1997-11 the 9th international symposium on high energy spin physics held in bonn 6 15 september 1990 attracted 280 participants from 16 countries this meet ing covered not only fundamental experimental and theoretical spin phenomena but also technological developments in polarized beams and targets for the first time intermediate energy spin physics with electron machines was discussed extensively highlights included the work on polarized high energy electron beams at lep and tristan and the failure of the standard model in connection with spin phenomena in particular the growth of the spin asymmetry in violent proton proton scattering also the presentation of different models in con nection with the still unsolved proton spin crisis and the proposals for four different experiments to determine the spin structure functions caused lively and sometimes controversial discussions the organizing committee would like to thank all speakers for their excel lent talks the conveners for the organization of the parallel sessions and the international advisory committee for their advice four workshops preceded the symposium 160 participants among them many young physicists discussed mainly technological spin problems these papers are published in separate proceedings we gratefully acknowledge the enthusiastic help of the members of our institute in preparing and running the conference and the workshops especially mrs d fasbender mrs e wendorf mrs j wetzel and dr u idschok

SPIN 1993-11 the purpose of this collective book is to present a non exhaustive survey of sp related phenomena in semiconductors with a focus on recent research in some sense it may be regarded as an updated version of theopticalorientation book which was entirely devoted to spin physics in bulk semiconductors during the 24 years that have elapsed we have witnessed on the one hand an extraordinary development in the wonderful semiconductor physics in two dim sions with the accompanying revolutionary applications on the other hand during the last maybe 15 years there was a strong revival in the interest in spin phen ena in particular in low dimensional semiconductor structures while in the 1970s and 1980s the entire world population of researchers in the eld never exceeded 20 persons now it can be counted by the hundreds and the number of publications by the thousands this explosive growth is stimulated to a large extent by the hopes that the electron and or nuclear spins in a semiconductor will help to accomplish the dream of factorizing large numbers by quantum computing and eventually to develop a new spin based electronics or spintronics whether any of this will happen or not still remains to be seen anyway these ideas have resulted in a large body of interesting and exciting research which is a good thing by itself the eld of spin physics in semiconductors is extremely rich and interesting with many spectacular effects in optics and transport

SPIN 2017-05-18 from the concert stage to the dressing room from the recording studio to the digital realm spin surveys the modern musical landscape and the culture around it with authoritative reporting provocative interviews and a discerning critical ear with dynamic photography bold graphic design and informed irreverence the pages of spin pulsate with the energy of today s most innovative sounds whether covering what s new or what s next spin is your monthly vip pass to all that rocks

100 Ideas for Secondary Teachers: Outstanding History Lessons 2002-01-03 this primer builds the theory of spin glasses starting with the real physical systems and experiments that inspired the theory

Spin This! 1953 all atomic particles have a particular spin simple as spin may sound the quantum mechanical reality underlying it is complex and still poorly understood because of the wide range of physics needed for its understanding spin is not described in sufficient depth by any standard textbook yet this mysterious quality and the statistics associated with it have vast practical importance to topics as wide ranging as the stability of atoms and stars and magnetic resonance imaging originally published in 1974 sin itiro tomonaga s the story of spin remains the most complete and accessible treatment of the subject and is now available for the first time in english translation tomonaga tells the tale of the pioneers of physics and their difficult journey toward an understanding of the nature of spin and its relationship to statistics

The Aeroplane 2007

The Light Airplane Pilot's Guide to Stall/spin Awareness 2003-02-14

The Oxford Companion to the History of Modern Science 2009-04-01

The Spin 2012-12-06

High Energy Spin Physics 2008-07-18

Spin Physics in Semiconductors 1991-09

SPIN 2013-01-15

Spin Glasses and Complexity 1997

The Story of Spin

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