

# How To Speak Machine Laws Of Design For A Digital

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*How To Speak Machine Laws Of Design For A Digital*

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## STEWART LAILA

### 12 Rules for Life MIT Press

Alex Rogo is a harried plant manager working ever more desperately to try and improve performance. His factory is rapidly heading for disaster. So is his marriage. He has ninety days to save his plant - or it will be closed by corporate HQ, with hundreds of job losses. It takes a chance meeting with a colleague from student days - Jonah - to help him break out of conventional ways of thinking to see what needs to be done. Described by Fortune as a 'guru to industry' and by Businessweek as a 'genius', Eliyahu M. Goldratt was an internationally recognized leader in the development of new business management concepts and systems. This 20th anniversary edition includes a series of detailed case study interviews by David Whitford, Editor at Large, Fortune Small Business, which explore how organizations around the world have been transformed by Eli Goldratt's ideas. The story of Alex's fight to save his plant contains a serious message for all managers in industry and explains the ideas which underline the Theory of Constraints (TOC) developed by Eli Goldratt. Written in a fast-paced thriller style, *The Goal* is the gripping novel which is transforming management thinking throughout the Western world. It is a book to recommend to your friends in industry - even to your bosses - but not to your competitors!

[How Machines Came to Speak](#) Faber & Faber

A brilliant inquiry into the origins of human nature from the author of *Rationality, The Better Angels of Our Nature*, and *Enlightenment Now*. "Sweeping, erudite, sharply argued, and fun to read..also highly persuasive." --Time Updated with a new afterword One of the world's leading experts on language and the mind explores the idea of human nature and its moral, emotional, and political colorings. With characteristic wit, lucidity, and insight, Pinker argues that the dogma that the mind has no innate traits—a doctrine held by many intellectuals during the past century—denies our common humanity and our individual preferences, replaces objective analyses of social problems with feel-good slogans, and distorts our understanding of politics, violence, parenting, and the arts. Injecting calm and rationality into debates that are notorious for ax-grinding and mud-slinging, Pinker shows the importance of an honest acknowledgment of human nature based on science and common sense.

**We** PublicAffairs

SUMMARY: This book is If you've ever wondered about human behavior, wonder no more. In The

Laws of Human Nature, Greene takes a look at 18 laws that reveal who we are and why we do the things we do. Humans are complex beings, but Greene uses these laws to strip human nature down to its bare bones. Every law that he presents is supported by a real-life historical account, with an insightful twist to drive the point home. As you read the book, don't be surprised if you get the feeling that everyone you know, including yourself, is described in the book! DISCLAIMER: This is an UNOFFICIAL summary and not the original book. It is designed to record all the key points of the original book.

**How to Speak Machine** Penguin UK

Capitalism now dominates the globe, both in economics and ideology, shapes every aspect of our world and influences everything from laws, wars and government to interpersonal relationships. *Introducing Capitalism* tells the story of its remarkable and often ruthless rise, evolving through strife and struggle as much as innovation and enterprise. Dan Cryan and Sharron Shatil, with Piero's brilliant graphics, cover the major economic, social and political developments that shaped the world we live in, such as the rise of banking, the founding of America and the Opium Wars. The book explores the leading views for and against, including thinkers like Adam Smith, Karl Marx, Theodor Adorno and Milton Friedman, the connections between them and their historical context. Few ideas have had as much impact on our everyday lives as capitalism. *Introducing Capitalism* is the essential companion.

*Boy Zero Wannabe Hero: The Curse of the Catastrophic Cupcakes* Penguin

Set in the future when "firemen" burn books forbidden by the totalitarian "brave new world" regime.

[Artificial Unintelligence](#) Rosenfeld Media

#1 NEW YORK TIMES BESTSELLER • Experience the book that started the Quiet Movement and revolutionized how the world sees introverts—and how introverts see themselves—by offering validation, inclusion, and inspiration “Superbly researched, deeply insightful, and a fascinating read, Quiet is an indispensable resource for anyone who wants to understand the gifts of the introverted half of the population.”—Gretchen Rubin, author of *The Happiness Project* NAMED ONE OF THE BEST BOOKS OF THE YEAR BY People • O: The Oprah Magazine • Christian Science Monitor • Inc. • Library Journal • Kirkus Reviews At least one-third of the people we know are introverts. They are the ones who prefer listening to speaking; who innovate and create but dislike self-promotion; who favor working on their own over working in teams. It is to introverts—Rosa Parks, Chopin, Dr. Seuss, Steve Wozniak—that we owe many of the great contributions to society. In *Quiet*, Susan Cain argues that we dramatically undervalue introverts and shows how much we lose in doing so. She charts the rise

of the Extrovert Ideal throughout the twentieth century and explores how deeply it has come to permeate our culture. She also introduces us to successful introverts—from a witty, high-octane public speaker who recharges in solitude after his talks, to a record-breaking salesman who quietly taps into the power of questions. Passionately argued, impeccably researched, and filled with indelible stories of real people, *Quiet* has the power to permanently change how we see introverts and, equally important, how they see themselves. Now with Extra Libris material, including a reader's guide and bonus content

**Overcomplicated** MIT Press

A pioneering graphic designer shows how to use the computer as an artistic medium in its own right. Most art and technology projects pair artists with engineers or scientists: the artist has the conception, and the technical person provides the know-how. John Maeda is an artist and a computer scientist, and he views the computer not as a substitute for brush and paint but as an artistic medium in its own right. *Design By Numbers* is a reader-friendly tutorial on both the philosophy and nuts-and-bolts techniques of programming for artists. Practicing what he preaches, Maeda composed *Design By Numbers* using a computational process he developed specifically for the book. He introduces a programming language and development environment, available on the Web, which can be freely downloaded or run directly within any JAVA-enabled Web browser. Appropriately, the new language is called DBN (for "design by numbers"). Designed for "visual" people—artists, designers, anyone who likes to pick up a pencil and doodle—DBN has very few commands and consists of elements resembling those of many other languages, such as LISP, LOGO, C/JAVA, and BASIC. Throughout the book, Maeda emphasizes the importance—and delights—of understanding the motivation behind computer programming, as well as the many wonders that emerge from well-written programs. Sympathetic to the "mathematically challenged," he places minimal emphasis on mathematics in the first half of the book. Because computation is inherently mathematical, the book's second half uses intermediate mathematical concepts that generally do not go beyond high-school algebra. The reader who masters the skills so clearly set out by Maeda will be ready to exploit the true character of digital media design.

*Evolving Ourselves* Knopf Books for Young Readers

From #1 New York Times bestselling author Brandon Sanderson, *Warbreaker* is the story of two sisters, who happen to be princesses, the God King one of them has to marry, the lesser god who doesn't like his job, and the immortal who's still trying to undo the mistakes he made hundreds of years ago. Their world is one in which those who die in glory return as gods to live confined to a pantheon in Hallandren's capital city and where a power known as BioChromatic magic is based on an essence known as breath that can only be collected one unit at a time from individual people. By using breath and drawing upon the color in everyday objects, all manner of miracles and mischief can be accomplished. It will take considerable quantities of each to resolve all the challenges facing Vivenna and Siri, princesses of Idris; Susebron the God King; Lightsong, reluctant god of bravery, and mysterious Vasher, the Warbreaker. Other Tor books by Brandon Sanderson *The Cosmere* *The Stormlight Archive* *The Way of Kings* *Words of Radiance* *Edgedancer* (Novella) *Oathbringer* *The Mistborn* trilogy *Mistborn: The Final Empire* *The Well of Ascension* *The Hero of Ages* *Mistborn: The Wax and Wayne* series *Alloy of Law* *Shadows of Self* *Bands of Mourning* *Collection Arcanum*

Unbounded Other Cosmere novels *Elantris* *Warbreaker* *The Alcatraz vs. the Evil Librarians* series *Alcatraz vs. the Evil Librarians* *The Scrivener's Bones* *The Knights of Crystallia* *The Shattered Lens* *The Dark Talent* *The Rithmatist* series *The Rithmatist* Other books by Brandon Sanderson *The Reckoners* *Steelheart* *Firefight* *Calamity* At the Publisher's request, this title is being sold without Digital Rights Management Software (DRM) applied.

**The Blank Slate** Yearling

Visionary designer and technologist John Maeda defines the fundamental laws of how computers think, and why you should care even if you aren't a programmer. "Maeda is to design what Warren Buffett is to finance." --Wired John Maeda is one of the world's preeminent interdisciplinary thinkers on technology and design. In *How to Speak Machine*, he offers a set of simple laws that govern not only the computers of today, but the unimaginable machines of the future. Technology is already more powerful than we can comprehend, and getting more powerful at an exponential pace. Once set in motion, algorithms never tire. And when a program's size, speed, and tirelessness combine with its ability to learn and transform itself, the outcome can be unpredictable and dangerous. Take the seemingly instant transformation of Microsoft's chatbot Tay into a hate-spewing racist, or how crime-predicting algorithms reinforce racial bias. *How to Speak Machine* provides a coherent framework for today's product designers, business leaders, and policymakers to grasp this brave new world. Drawing on his wide-ranging experience from engineering to computer science to design, Maeda shows how businesses and individuals can identify opportunities afforded by technology to make world-changing and inclusive products--while avoiding the pitfalls inherent to the medium.

*The Parliament of Blood* Penguin

"John Maeda deconstructs the digital world with the earned authority of an M.I.T.-trained computer scientist and a card-carrying artist. Being ambidextrous with Eastern and Western cultures, he can see things most of us overlook. The result is a humor and expression that brings out the best in computers and art."--Nicholas Negroponte John Maeda is one of the world's leading experimental graphic designers and is quickly becoming a digital culture icon. His early preoccupation with the intersection of computer programming and digital art has resulted in a fascinating, interactive, and stunningly beautiful collection of work. Maeda has pioneered many of the key expressive elements that are prevalent on the web today. Among his most well-known works are "The Reactive Square," which features a simple black square on a computer screen that changes shape if one yells at it, and "Time Paint," in which paint flies across the screen. He has created innovative, interactive calendars, digital services, and advertisements for companies such as Sony, Shiseido, and Absolut Vodka. This is the first publication to present a complete overview of Maeda's work and philosophy. A glorious visual exploration of ideas and graphic form, "Maeda @ Media" takes you through Maeda's beginnings in early computerized printouts, to his reactive graphics on CD-ROM, to his dynamic experiments on the web, to his pedagogical approach to digital visual art, and finally to his overarching quest to understand the very nature of the relationship between technology and creativity. Six thematic chapters provide an overview of his entire career and research. But this is not just a catalog of older work: interspersed between each chapter is a new visual essay that has been created exclusively for this publication to underline each of the major themes. Coming together in a massive 480 pages, printed in a dazzling array of color combinations on three different

kinds of paper, the result is a manifesto, a finely crafted manual and inspiration sourcebook all in one. With over 1000 illustrations.

#### How to Speak Machine Robert Greene

You will never look at the world in the same way after reading *As the Future Catches You*. Juan Enriquez puts you face to face with a series of unprecedented political, ethical, economic, and financial issues, dramatically demonstrating the cascading impact of the genetic, digital, and knowledge revolutions on your life. Genetics will be the dominant language of this century. Those who can “speak it” will acquire direct and deliberate control over all forms of life. But most countries and individuals remain illiterate in what is rapidly becoming the greatest single driver of the global economy. Wealth will be more concentrated and those with knowledge to sell—both countries and individuals—will be the winners. Consider what will happen when: • Your genetic code can be digitally imprinted on an ID card and your insurance company and employer see that you are genetically disposed to, say, heart disease. • Pharmaceutical products are developed so that you can eat genetically modified broccoli to protect yourself from cancer. • Cloning will be as common as in vitro fertilization and scientists can influence the genetic design not only of other species but of your own children. • Creating wealth no longer requires many hands. Lone individuals are giving birth to entire new industries that rapidly become bigger than the economies of most countries on earth, but create very few jobs. *As the Future Catches You* resembles no other book. A typical page may contain just a few dozen words. But each seemingly discrete fact is like a chip in an intellectual mosaic that reveals its meaning and beauty only as you step back and see the big picture. Juan Enriquez is like the best teacher you ever had, one who helps you to see something in a new light and makes you say, “Now I get it!” Juan Enriquez’s main point is that technology is not kind, it does not say “please,” but slams into existing systems and destroys them while creating new ones. Countries and individuals can either surf new and powerful waves of change—or get crushed trying to stop them. The future is catching us all. Let it catch you with your eyes wide open.

#### *99 Coffins Crown*

Now a Netflix original series starring Austin Abrams and Midori Francis! A whirlwind holiday season romance from the New York Times bestselling authors of *Nick & Norah’s Infinite Playlist*. “I’ve left some clues for you. If you want them, turn the page. If you don’t, put the book back on the shelf, please.” 16-year-old Lily has left a red notebook full of challenges on her favorite bookstore shelf, waiting for just the right guy to come along and accept its dares. Dash, in a bad mood during the holidays, happens to be the first guy to pick up the notebook and rise to its challenges. What follows is a whirlwind romance as Dash and Lily trade dares, dreams, and desires in the notebook they pass back and forth at locations all across New York City. But can their in-person selves possibly connect as well as their notebook versions, or will their scavenger hunt end in a comic mismatch of disastrous proportions? Co-written by Rachel Cohn (*GINGERBREAD*) and David Levithan, co-author of *WILL GRAYSON*, *WILL GRAYSON* with John Green (*THE FAULT IN OUR STARS*), *DASH & LILY’S BOOK OF DARES* is a love story that will have readers scouring bookstore shelves, looking and longing for a love (and a red notebook) of their own.

#### Rules Bainbridge Editions

Lessons for a new generation of leaders on teamwork, meetings, conversations, free food, social

media, apologizing, and other topics. When designer and computer scientist John Maeda was tapped to be president of the celebrated Rhode Island School of Design in 2008, he had to learn how to be a leader quickly. He had to transform himself from a tenured professor—with a love of argument for argument’s sake and the freedom to experiment—into the head of a hierarchical organization. The professor is free to speak his mind against “the man.” The college president is “the man.” Maeda has had to teach himself, through trial and error, about leadership. In *Redesigning Leadership*, he shares his learning process. Maeda, writing as an artist and designer, a technologist, and a professor, discusses intuition and risk-taking, “transparency,” and all the things that a conversation can do that an email can’t. In his transition from MIT to RISD he finds that the most effective way to pull people together is not social networking but free food. Leading a team? The best way for a leader to leverage the collective power of a team is to reveal his or her own humanity. Asked if he has stopped designing, Maeda replied (via Twitter) “I’m designing how to talk about/with/for our #RISD community.” Maeda’s creative nature makes him a different sort of leader—one who prizes experimentation, honest critique, and learning as you go. With *Redesigning Leadership*, he uses his experience to reveal a new model of leadership for the next generation of leaders.

#### *As the Future Catches You* MIT Press

Twenty-six years before the #metoo movement, Anita Hill sparked a national conversation about sexual harassment in the workplace when she testified against Clarence Thomas. After her astonishing testimony in the Clarence Thomas hearings, Anita Hill ceased to be a private citizen and became a public figure at the white-hot center of an intense national debate on how men and women relate to each other in the workplace. That debate led to ground-breaking court decisions and major shifts in corporate policies that have had a profound effect on our lives—and on Anita Hill’s life. Now, with remarkable insight and total candor, Anita Hill reflects on events before, during, and after the hearings, offering for the first time a complete account that sheds startling new light on this watershed event. Only after reading her moving recollection of her childhood on her family’s Oklahoma farm can we fully appreciate the values that enabled her to withstand the harsh scrutiny she endured during the hearings and for years afterward. Only after reading her detailed narrative of the Senate Judiciary proceedings do we reach a new understanding of how Washington—and the media—rush to judgment. And only after discovering the personal toll of this wrenching ordeal, and how Hill copes, do we gain new respect for this extraordinary woman. Here is a vitally important work that allows us to understand why Anita Hill did what she did, and thereby brings resolution to one of the most controversial episodes in our nation’s history.

#### The Machine Stops Illustrated Penguin

At a public picnic in the South in the 1890s, a young man paid five cents for his first chance to hear the revolutionary Edison talking machine. He eagerly listened as the soundman placed the needle down, only to find that through the tubes he held to his ears came the chilling sounds of a lynching. In this story, with its blend of new technology and old hatreds, genteel picnics and mob violence, Edward Ayers captures the history of the South in the years between Reconstruction and the turn of the century. Ranging from the Georgia coast to the Tennessee mountains, from the power brokers to tenant farmers, Ayers depicts a land of startling contrasts. Ayers takes us from remote Southern towns, revolutionized by the spread of the railroads, to the statehouses where Democratic

Redeemers swept away the legacy of Reconstruction; from the small farmers, trapped into growing nothing but cotton, to the new industries of Birmingham; from abuse and intimacy in the family to tumultuous public meetings of the prohibitionists. He explores every aspect of society, politics, and the economy, detailing the importance of each in the emerging New South. Central to the entire story is the role of race relations, from alliances and friendships between blacks and whites to the spread of Jim Crow laws and disfranchisement. The teeming nineteenth-century South comes to life in these pages. When this book first appeared in 1992, it won a broad array of prizes and was a finalist for both the National Book Award and the Pulitzer Prize. The citation for the National Book Award declared *Promise of the New South* a vivid and masterfully detailed picture of the evolution of a new society. The Atlantic called it "one of the broadest and most original interpretations of southern history of the past twenty years."

*The Goal* MIT Press

George Archer, Liz Oldfield and Eddie Hopkins have survived some rather frightening events in their lives, but things are about to get much scarier. They discover that vampires do exist, are intent on taking over London and ending the human race. Together with Sir William Protheroe, they must research ancient Egyptian mummies, a secret underground London gentlemen's club, and a well-known theatre actor to try and stop the vampires from overthrowing Parliament and taking over the world.

*The Laws of Human Nature* Tor Books

Twelve-year-old Catherine just wants a normal life. Which is near impossible when you have a brother with autism and a family that revolves around his disability. She's spent years trying to teach David the rules from a peach is not a funny-looking apple to keep your pants on in public---in order to head off David's embarrassing behaviors. But the summer Catherine meets Jason, a surprising, new sort-of friend, and Kristi, the next-door friend she's always wished for, it's her own shocking behavior that turns everything upside down and forces her to ask: What is normal?

*Maeda @ Media* Oxford University Press

Jennifer Petersen constructs a genealogy of the legal conceptions of what counts as "speech" within free speech law, showing how changes in media technology influenced changing legal definitions of speech.

**Computational Thinking** Penguin

An inspiration for George Orwell's 1984 and a precursor to the work of Philip K. Dick, Ayn Rand (*Anthem*), and Stanislaw Lem, *We* is a classic of dystopian science fiction ripe for rediscovery.

Written in 1921 by the Russian revolutionary Yevgeny Zamyatin, this story of the thirtieth century is set in the One State, a society where all live for the collective good and individual freedom does not exist. Although fiction, it is a story informed by the war communism of the Soviet Union, and was of course completely banned in Russia. But the collectivism is of a recognizable type, one that threatens every society in all times. To come to understand its features and markings is the benefit of the dystopian genre. The reality that dawns on the reader is that this seeming fiction is all-too real in our times. The novel takes the form of the diary of state mathematician D-503, who, to his shock, experiences the most disruptive emotion imaginable: love for another human being. At once satirical and sobering, *We* speaks to all who have suffered under repression of their personal, economic, and cultural freedom. "One of the greatest novels of the twentieth century." -Irving Howe.

*Design by Numbers* Simon and Schuster

With almost 5 million copies sold 60 years after its original publication, generations of readers have now journeyed with Milo to the Lands Beyond in this beloved classic. Enriched by Jules Feiffer's splendid illustrations, the wit, wisdom, and wordplay of Norton Juster's offbeat fantasy are as beguiling as ever. "Comes up bright and new every time I read it . . . it will continue to charm and delight for a very long time yet. And teach us some wisdom, too." --Phillip Pullman For Milo, everything's a bore. When a tollbooth mysteriously appears in his room, he drives through only because he's got nothing better to do. But on the other side, things seem different. Milo visits the Island of Conclusions (you get there by jumping), learns about time from a ticking watchdog named Tock, and even embarks on a quest to rescue Rhyme and Reason. Somewhere along the way, Milo realizes something astonishing. Life is far from dull. In fact, it's exciting beyond his wildest dreams!