

Automotivazione Riuscire A Motivarsi Facilmente E In Ogni Momento

THE #1 FRENCH BESTSELLER MORE THAN 3 MILLION COPIES SOLD WORLDWIDE The feel-good #1 bestselling French novel about a woman whose mission to cure her "routine-itis" leads her to lasting joy and true fulfillment, for fans of *The Alchemist* and *Hector and the Search for Happiness*. At thirty-eight and a quarter years old, Paris native Camille has everything she needs to be happy, or so it seems: a good job, a loving husband, a wonderful son. Why then does she feel as if happiness has slipped through her fingers? All she wants is to find the path to joy. When Claude, a French Sean Connery look-alike and routinologist, offers his unique advice to help get her there, she seizes the opportunity with both hands. Camille's journey is full of surprising escapades, creative capers, and deep meaning, as she sets out to transform her life and realize her dreams one step at a time... Play is "an occasion of pure waste: waste of time, energy, ingenuity, skill, and often of money." It is also an essential element of human social and spiritual development. In this study, Roger Caillois defines play as a voluntary activity that occurs in a pure space, isolated and protected from the rest of life. Within limits set by rules that provide a level playing field, players move toward an unpredictable outcome by responding to their opponents' actions. Caillois qualifies types of games and ways of playing, from the improvisation characteristic of children's play to the disciplined pursuit of solutions to gratuitously difficult puzzles. He also examines the means by which games become part of daily life, ultimately giving cultures their most characteristic customs and institutions.

When ten-year-old Enaiyatollah Akbari's small village in Afghanistan falls prey to Taliban rule in early 2000, his mother shepherds the boy across the border into Pakistan but has to leave him there all alone to fend for himself. Thus begins Enaiyat's remarkable and often punishing five-year ordeal, which takes him through Iran, Turkey, and Greece before he seeks political asylum in Italy at the age of fifteen. Along the way, Enaiyat endures the crippling physical and emotional agony of dangerous border crossings, trekking across bitterly cold mountain pathways for days on end or being stuffed into the false bottom of a truck. But not everyone is as resourceful, resilient, or lucky as Enaiyat, and there are many heart-wrenching casualties along the way. Based on Enaiyat's close collaboration with Italian novelist Fabio Geda and expertly rendered in English by an award-winning translator, this novel reconstructs the young boy's memories, perfectly preserving the childlike perspective and rhythms of an intimate oral history. Told with humor and humanity, *In the Sea There Are Crocodiles* brilliantly captures Enaiyat's moving and engaging voice and lends urgency to an epic story of hope and survival.

Originally published in 1990, this title attempts to provide for the educational practitioner an overview of a field that responded in the 1980s to a major educational agenda. This innovative 'agenda' called for teaching students in ways that dramatically improved the quality of their thinking. Its context is a variety of changes in education that brought the explicit teaching of thinking to the consciousness of more and more teachers and administrators.

Features the Strengthening Families Program - a family change programme that reflects research that indicates that the most

effective interventions build parent, child and family skills.

The Richest Man in the Babylon. This book deals with the personal success of each of us. Success means results coming from our efforts and ability. A good preparation is the key to our success. So keep a part of what you earn with yourself. From the benefits of saving to the essentials of getting rich, this collection of educative Babylonian fables gives you timeless information on how to make money. It guides to getting rich, attracting good fortune and the five golden rules. As a guide to understanding hydro-wealth and a powerhouse has been inspiring readers for generations. You know that Babylon became the richest city of the ancient civilization because it had reserved part of its earnings for the future. That's why citizens got everything they wanted. How can you always keep your wallet heavy, the author has taught very beautifully on this topic.

Psychology for Language Teachers examines the field of educational psychology and considers various ways in which a deeper understanding of this discipline can help language teachers. The first part presents an overview of educational psychology, and discusses how different approaches to psychology have influenced language teaching methodology. Following this, four themes are identified: the learner, the teacher, the task and the learning context. Recent psychological developments in each of these domains are discussed and implications are drawn for language teaching. Areas considered include approaches to learning, motivation, the role of the individual, attribution, mediation, the teaching of thinking, the cognitive demands of tasks and the learning environment. Psychology for Language Teachers does not assume previous knowledge of psychology.

The powers of the mind are infinite. Have you ever really understood them and had a glimpse of what they could lead to in your life? Thanks to this work, you will discover a surprising plan based on a brilliant idea: "What the mind can conceive and believe, the mind can achieve". This method will show you how to set a goal and how to achieve it through persistent reflection and positive action. You will also find practical tips on how to raise your energy level and how to master various self-help techniques. Get started on your path to business success now and remember that you can too!

Blasting clichéd career advice, the contrarian pundit and creator of Dilbert recounts the humorous ups and downs of his career, revealing the outsized role of luck in our lives and how best to play the system. Scott Adams has likely failed at more things than anyone you've ever met or anyone you've even heard of. So how did he go from hapless office worker and serial failure to the creator of Dilbert, one of the world's most famous syndicated comic strips, in just a few years? In How to Fail at Almost Everything and Still Win Big, Adams shares the game plan he's followed since he was a teen: invite failure in, embrace it, then pick its pocket. No career guide can offer advice that works for everyone. As Adams explains, your best bet is to study the ways of others who made it big and try to glean some tricks and strategies that make sense for you. Adams pulls back the covers on his own unusual life and shares how he turned one failure after another—including his corporate career, his inventions, his investments, and his two restaurants—into something good and lasting. There's a lot to learn from his personal story, and a lot of entertainment along the way. Adams discovered some unlikely truths that helped to propel him forward. For instance: • Goals are for losers. Systems are for winners. • "Passion" is bull. What you need is personal energy. • A combination of mediocre skills can make you surprisingly valuable. • You can manage your odds in a way that makes you look lucky to others. Adams hopes you can laugh at his failures while discovering some unique and helpful ideas on your own path to personal victory. As he writes: "This is a story of one

person's unlikely success within the context of scores of embarrassing failures. Was my eventual success primarily a result of talent, luck, hard work, or an accidental just-right balance of each? All I know for sure is that I pursued a conscious strategy of managing my opportunities in a way that would make it easier for luck to find me."

Suggests how parents can develop their own insights into child rearing, how to comprehend the children's behavior, and how to cope with situations in ways most beneficial to the child's well-being

Go beyond gamification's badges and leaderboards with the new edition of the book, first published in 2011, that helped transform education. Going far beyond the first edition of *The Multiplayer Classroom*, forthrightly examining what worked and what didn't over years of development, here are the tools to design any structured learning experience as a game to engage your students, raise their grades, and ensure their attendance. Suitable for use in the classroom or the boardroom, this book features a reader-friendly style that introduces game concepts and vocabulary in a logical way. Also included are case studies, both past and present, from others teaching in their own multiplayer classrooms around the world. You don't need any experience making games or even playing games to use this book. You don't even need a computer. Yet, you will join many hundreds of educators who have learned how to create multiplayer games for any age on any subject. Lee Sheldon began his writing career in television as a writer-producer, eventually writing more than 200 shows ranging from *Charlie's Angels* (writer) to *Edge of Night* (head writer) to *Star Trek: The Next Generation* (writer-producer). Having written and designed more than 40 commercial and applied video games, Lee spearheaded the first full writing for games concentration in North America at Rensselaer Polytechnic Institute and the second writing concentration at Worcester Polytechnic Institute, where he is now a professor of practice. Lee is a regular lecturer and consultant on game design and writing in the United States and abroad. His most recent commercial game, the award-winning *The Lion's Song*, is currently on Steam.

Everything you desire is within your reach, if you learn to tap the miraculous power that lies within your own personality. Success belongs to those lucky people who are blessed with successful personalities. With these outstanding human beings, success is a daily miracle, a way of life, a habit. Businesspeople, preachers, doctors, soldiers, artists—people in every walk of life—are learning to achieve their goals, to overcome all obstacles to their success, to live the life they want, through the miraculous power of the successful personality. You can be one of these people. Napoleon Hill, world-famous author, associate of great and successful people from Andrew Carnegie to Franklin D. Roosevelt, lifelong teacher of the open secrets of success, can give you this knowledge and power.

Written specifically for teachers, *Motivating Students to Learn* offers a wealth of research-based principles on the subject of student motivation for use by classroom teachers. Now in its fourth edition, this book discusses specific classroom strategies by tying these principles to the realities of contemporary schools, curriculum goals, and classroom dynamics. The authors lay out effective extrinsic and intrinsic strategies to guide teachers in their day-to-day practice, provide guidelines for adapting to group and individual differences, and discuss ways to reach students who have become discouraged or disaffected learners. This edition features new material on the roles that classroom goal setting, developing students' interest, and teacher-student and peer relationships play in student motivation. It has been reorganized to address six key questions that combine to explain why students may or may not be motivated to learn. By focusing more closely on the teacher as the motivator, this text presents a wide range of motivational methods to help students see value in the curriculum and lessons taught in the classroom.

In the digital age, numerous technological tools are available to enhance business processes. When used effectively, knowledge sharing and

organizational success are significantly increased. Social Media for Knowledge Management Applications in Modern Organizations is a pivotal reference source for the latest research findings on the role of social media, information technology, and knowledge management in business today. Featuring extensive coverage on relevant areas such as digital business, resource management, and consumer behavior, this publication is an ideal resource for managers, corporate trainers, researchers, academics, and students interested in emerging perspectives on social media for knowledge management applications.

For those involved in marketing and sales, this book offers essential analysis of how to identify who has influence, how they apply it, and how marketers can turn it to their advantage. This work is one of the first books to give an overview of one of the fastest growing marketing techniques to have emerged in the last ten years.

An internationally recognized expert on behavior change presents a revolutionary approach to personal improvement that converts scientifically proven techniques into a 90-day plan with five simple steps. 35,000 first printing.

Examines the ways in which communication and disruptions of communication create and can create simultaneously present versions of reality, providing illustrative anecdotal accounts of related scientific, literary, and other subjects

This modern classic teaches you to use the art of storytelling to persuade, motivate, and inspire in life and business Anyone seeking to influence others must first know their own story, and how to tell it properly. Whether you're proposing a risky new venture, trying to close a deal, or leading a charge against injustice, you have a story to tell. Tell it well and you will create a shared experience with your listeners that can have profound results. In this modern classic, Annette Simmons reminds us that the oldest tool of influence is also the most powerful. Showcasing over a hundred examples of effective storytelling drawn from the front lines of business and government, as well as myths, fables, and parables from around the world, Simmons illustrates how story can be used to persuade, motivate, and inspire in ways that cold facts, bullet points, and directives can't. These stories, combined with practical storytelling techniques, show anyone how to become a more effective communicator and achieve their goals.

The Higher Education Manager's Handbook 2/e has been substantially updated and reflects important changes that have occurred since its first publication in 2004. It offers excellent counsel and guidance on all aspects of the manager's role and provides the navigational tools to successfully operate within Higher Education organizations. Within this new edition, Peter McCaffery continues to draw on a wealth of US and UK case study materials drawn from innovative practice. This best selling guide builds upon its original strengths and remains an engaging, accessible and highly enjoyable read. Written in the unique perspective of the HE manager, it offers practical advice that can be implemented immediately by managers and university leaders at all levels. It addresses the internal ramifications of cynicism and demoralisation that are rife within many academic communities and is based on four pre-requisites essential for becoming an effective HE leader: Knowing Your Environment Knowing Your University Knowing Your Department Knowing Yourself What's new in the second edition... New Chapter! Celebrating Diversity The Specific strategic drivers in HE University Governance The Business-Facing University The Community University Fostering Research Excellence, Fostering Teaching Excellence and Enhancing the Student Experience Internationalization Managing your Reputation Managing in a crisis Higher Education Managers, Team Leaders, Vice Chancellors, Provosts, University Presidents, Department Heads and Student Affairs Administrators will find this book to be an irreplaceable resource that occupies a permanent "within hands-reach" position on their desk and/or nearest bookshelf.

This book provides a comprehensive introduction by an extraordinary range of experts to the recent and rapidly developing field of learning

analytics. Some of the finest current thinkers about ways to interpret and benefit from the increasing amount of evidence from learners' experiences have taken time to explain their methods, describe examples, and point out new underpinnings for the field. Together, they show how this new field has the potential to dramatically increase learner success through deeper understanding of the academic, social-emotional, motivational, identity and meta-cognitive context each learner uniquely brings. Learning analytics is much more than "analyzing learning data"—it is about deeply understanding what learning activities work well, for whom, and when. Learning Analytics in Education provides an essential framework, as well as guidance and examples, for a wide range of professionals interested in the future of learning. If you are already involved in learning analytics, or otherwise trying to use an increasing density of evidence to understand learners' progress, these leading thinkers in the field may give you new insights. If you are engaged in teaching at any level, or training future teachers/faculty for this new, increasingly technology-enhanced learning world, and want some sense of the potential opportunities (and pitfalls) of what technology can bring to your teaching and students, these forward-thinking leaders can spark your imagination. If you are involved in research around uses of technology, improving learning measurements, better ways to use evidence to improve learning, or in more deeply understanding human learning itself, you will find additional ideas and insights from some of the best thinkers in the field here. If you are involved in making administrative or policy decisions about learning, you will find new ideas (and dilemmas) coming your way from inevitable changes in how we design and deliver instruction, how we measure the outcomes, and how we provide feedback to students, teachers, developers, administrators, and policy-makers. For all these players, the trick will be to get the most out of all the new developments to efficiently and effectively improve learning performance, without getting distracted by "shiny" technologies that are disconnected from how human learning and development actually work.

The sub-clinical depression syndrome refers to an emotionally negative state which significantly influences level of achievement and quality of life, but which cannot be yet classified as an illness. Based on the seriousness of the symptoms, it can be measured on different scales of depression as mild or moderate. One of the aims of the research was to find out what characterises the state of mind of college students, whether the hopelessness, despondency and sub-clinical depressive mood are also typical of them. The other aim of the research was to examine and discover in their complexity those factors which have a role in the development of sub-clinical syndrome. The authors approach the factors responsible for the development of the sub-clinical syndrome in their complexity, taking into account the biological, psychic, and social relations, as well. Beyond revealing the background factors of sub-clinical depressive syndromes the authors were also interested in what the subjective well-being of college students was like and what individual aspirations were typical of them.

Why are some people more successful than others? Self-confidence! What one great goal would you set if you knew you could not fail? What wonderful things would you want to do with your life if you were guaranteed success in anything you attempted? Your level of self-confidence determines the size of the goals you set, the energy and determination that you focus on achieving them, and the amount of persistence you apply to overcoming every obstacle. In this powerful, practical book based on work with more than 5 million executives, entrepreneurs, sales professionals, and ambitious people in more than sixty countries, you learn how to develop unshakable self-confidence in every area of your life. The Power of Self-Confidence explains how to increase your "mental fitness" by thinking like top performers in every field.

Little by little, you build up and maintain ever-higher levels of self-confidence in everything you do. Self-confidence allows you to move out of your comfort zone and take risks without any guarantees. With step-by-step guidance, author Brian Tracy will help you build the foundations of lifelong self-confidence. You discover how to determine what you really want, and unleash your personal powers to accomplish it. You'll learn how to: Clarify and live consistently with your values to become the very best person you could possibly be Set clear goals and make written plans to accomplish them Commit yourself to mastery in your chosen field and to lifelong personal improvement Program your subconscious mind to respond in a positive and constructive way to every problem or difficulty Minimize your weaknesses and maximize your strengths for higher achievement Develop high levels of courage and incredible persistence Become unstoppable, irresistible, and unafraid in every area of your life through the power of unshakable self-confidence. Become a person of action, overcome any obstacle, and scale any height. With your newfound unshakable self-confidence, you will accomplish every goal you can set for yourself.

This book examines the ways in which the theory and data of social psychology can be applied to teaching, learning, and other experiences in schools. Its focus ranges in level from the individual (e.g., student attitudes and attributions), to the teacher-student interaction, to the impact of society (e.g., racial and cultural influences on school performance). The editor and distinguished contributors have two major purposes. The first is to illustrate the scope and sophistication of the emerging field known as the social psychology of education. The second is to provide solid, informed suggestions to educators for the amelioration of current educational problems. To that end, each author explicitly discusses implications for educational practice.

Automotivazione: riuscire a motivarsi facilmente e in ogni momento. Impara, grazie agli efficaci consigli ed esercizi di questo manuale, come ottenere successo e felicità nel lavoro e nella sfera privata con la forza dell'automotivazione. La tua lista delle cose da fare si sta allungando sempre di più, ma non ce la fai ad affrontare gli impegni? Nel lavoro riesci solo con grande sforzo a destreggiarti nelle cose che non ti piacciono? Rimandi volentieri gli impegni e aspetti fino all'ultimo momento per iniziare? Basta! C'è un metodo che ti può aiutare ad affrontare con gioia anche compiti che ti sembrano faticosi, noiosi o complicati. Perché imparerai a ridefinirli e a filtrarne il significato. Imparerai come puoi definire i tuoi scopi e strutturare i tuoi impegni, guadagnando così una panoramica migliore delle attività pendenti. In questo modo i tuoi progetti ti appariranno meno "minacciosi" e sarai in grado di affrontarli. Attraverso tutte queste strategie e molte altre, attivi in te stesso la forza dell'automotivazione. Se a questo termine associ disciplina di ferro e forza di volontà, allora ti sorprenderai, perché la forza dell'automotivazione non ti aiuta solo a destreggiarti nei compiti spiacevoli, ma ti insegna ad affrontare le situazioni con energia, motivazione e gioia. In questo modo riuscirai a ridurre quella

montagna di attività che avevi rimandato e non solo: durante il tuo percorso acquisterai sicurezza e sarai fiero di te, poiché sarai in grado di ridefinire i tuoi progetti e raggiungere i tuoi obiettivi! Impara in questo utile manuale... ...che cosa significa esattamente automotivazione e quali sono i suoi nemici, ...come puoi definire i tuoi scopi, indirizzare la tua vita nella maniera giusta e aiutare te stesso con l'automotivazione, ...come annientare la debolezza interiore e come sviluppare l'automotivazione con l'aiuto del tuo Coach interiore, ...come riuscire a lasciare una zona sicura e a creare nuove energie, ...quali strategie e possibilità possono motivarti in caso di forte avversione a compiere un lavoro ... e molto, molto di più! Non aspettare ancora e comincia oggi a sviluppare la tua automotivazione per avere più successo e felicità nel lavoro e nella vita privata!

Harness the power of games to create extraordinary customer engagement with Game-Based Marketing. Gamification is revolutionizing the web and mobile apps. Innovative startups like Foursquare and Swoopo, growth companies like Gilt and Groupon and established brands like United Airlines and Nike all agree: the most powerful way to create and engage a vibrant community is with game mechanics. By leveraging points, levels, badges, challenges, rewards and leaderboards – these innovators are dramatically lowering their customer acquisition costs, increasing engagement and building sustainable, viral communities. Game-Based Marketing unlocks the design secrets of mega-successful games like Zynga's Farmville, World of Warcraft, Bejeweled and Project Runway to give you the power to create winning game-like experiences on your site/apps. Avoid obvious pitfalls and learn from the masters with key insights, such as: Why good leaderboards shouldn't feature the Top 10 players. Most games are played as an excuse to socialize, not to achieve. Status is worth 10x more than cash to most consumers. Badges are not enough: but they are important. You don't need to offer real-world prizes to run a blockbuster sweepstakes. And learn even more: How to architect a point system that works Designing the funware loop: the basics of points, badges, levels, leaderboards and challenges Maximizing the value and impact of badges Future-proofing your design Challenging users without distraction Based on the groundbreaking work of game expert and successful entrepreneur Gabe Zichermann, Game-Based Marketing brings together the game mechanics expertise of a decade's worth of research. Driven equally by big companies, startups, 40-year-old men and tween girls, the world is becoming increasingly more fun. Are you ready to play?

Most reports of UFOs are cases of error or merely hoaxes. However a certain percentage defy all rational explanation. This study examines a number of cases that have been well documented and corroborated, yet remain unexplained. The updated edition of the bestselling book that has changed millions of lives with its insights into the growth mindset "Through clever research studies and engaging writing, Dweck illuminates how our beliefs about our capabilities exert tremendous influence on how we learn and which paths we take in life."—Bill Gates, GatesNotes After decades of

research, world-renowned Stanford University psychologist Carol S. Dweck, Ph.D., discovered a simple but groundbreaking idea: the power of mindset. In this brilliant book, she shows how success in school, work, sports, the arts, and almost every area of human endeavor can be dramatically influenced by how we think about our talents and abilities. People with a fixed mindset—those who believe that abilities are fixed—are less likely to flourish than those with a growth mindset—those who believe that abilities can be developed. Mindset reveals how great parents, teachers, managers, and athletes can put this idea to use to foster outstanding accomplishment. In this edition, Dweck offers new insights into her now famous and broadly embraced concept. She introduces a phenomenon she calls false growth mindset and guides people toward adopting a deeper, truer growth mindset. She also expands the mindset concept beyond the individual, applying it to the cultures of groups and organizations. With the right mindset, you can motivate those you lead, teach, and love—to transform their lives and your own.

Demonstrates the role of self-esteem in psychological health and presents six action-based practices that provide a foundation for daily life

The runaway bestseller with more than four million copies in print! You too can change your life with the priceless wisdom of ten ancient scrolls handed down for thousands of years. “Every sales manager should read *The Greatest Salesman in the World*. It is a book to keep at the bedside, or on the living room table—a book to dip into as needed, to browse in now and then, to enjoy in small stimulating portions. It is a book for the hours and for the years, a book to turn to over and over again, as to a friend, a book of moral, spiritual and ethical guidance, an unfailing source of comfort and inspiration.”—Lester J. Bradshaw, Jr., Former Dean, Dale Carnegie Institute of Effective Speaking & Human Relations “I have read almost every book that has ever been written on salesmanship, but I think Og Mandino has captured all of them in *The Greatest Salesman in the World*. No one who follows these principles will ever fail as a salesman, and no one will ever be truly great without them; but, the author has done more than present the principles—he has woven them into the fabric of one of the most fascinating stories I have ever read.”—Paul J. Meyer, President of Success Motivation Institute, Inc. “I was overwhelmed by *The Greatest Salesman in the World*. It is, without doubt, the greatest and the most touching story I have ever read. It is so good that there are two musts that I would attach to it: First, you must not lay it down until you have finished it; and secondly, every individual who sells anything, and that includes us all, must read it.”—Robert B. Hensley, President, Life Insurance Co. of Kentucky

Instructional Design Theories and Models is a thorough yet concise overview of eight of the most comprehensive and best-known attempts to integrate knowledge about effective and appealing instruction. Chapters were written by the original theorists to provide a more accurate and behind-the-scenes look at the theories' development. *Instructional Design Theories and Models* will provide educators, researchers, and students with:

- * easy access to a broad range of integrated prescriptions for improving the quality of instruction
- * chapters facilitating analysis, understanding, and evaluation of the theories
- * editors' notes, chapter forewords, and a commentary chapter that identify similarities and differences among the instructional theories
- * introductory chapters that provide guidance for developing a common knowledge base of integrated prescriptions

Introducing Applied Linguistics provides in-depth coverage of key areas in the subject, as well as introducing the essential study skills needed

for academic success in the field. *Introducing Applied Linguistics*: • is organised into two Sections: the first introducing Key Concepts in Applied Linguistics; and the second devoted to the Study Skills students need to succeed. • features specially commissioned chapters from key authorities who address core areas of Applied Linguistics, including both traditional and more cutting edge topics, such as: grammar, vocabulary, language in the media, forensic linguistics, and much more. • contains a study skills section offering guidance on a range of skills, such as: how to structure and organise an essay, the conventions of referencing, how to design research projects, plus many more. • is supported by a lively Companion Website, which includes interactive exercises, information about the contributors and why they've written the book, and annotated weblinks to help facilitate further independent learning. Ideal for advanced undergraduate and postgraduate students of Applied Linguistics and TEFL/TESOL, *Introducing Applied Linguistics* not only presents selected key concepts in depth, but also initiates the student into the discourse of Applied Linguistics. Susan Hunston is Professor of English Language and Head of the School of English, Drama, and American & Canadian Studies, at the University of Birmingham, UK. David Oakey is an Assistant Professor in the Applied Linguistics Program at Iowa State University, USA. Contributing authors: Svenja Adolphs, Aileen Bloomer, Zoltán Dörnyei, Adrian Holliday, Alison Johnson, Chris Kennedy, Almut Koester, Ruby Macksoud, Kirsten Malmkjaer, Kieran O'Halloran, David Oakey. Juup Stelma, Joan Swann, Geoff Thompson, Dave Willis, Jane Willis and David Woolls.

Many of the earliest books, particularly those dating back to the 1900s and before, are now extremely scarce and increasingly expensive.

Pomona Press are republishing these classic works in affordable, high quality, modern editions, using the original text and artwork.

In this excellent and clearly-written introduction to ethical thinking, Spaemann provides a stimulating discussion of the fundamental concepts we use every day when we deliberate, alone or with others, about the moral aspects of our action.

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