

List of Changes



ANTHROPOLOGY APPRECIATING HUMAN DIVERSITY Conrad Philip Kottak

Anthropology: Appreciating Human Diversity, 18th ed. Conrad Kottak



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New sections:

“Public and Applied Anthropology”
“Oldowan Hominins at the Kanjera Site”
“Life as a Neandertal”
“The Denisovans”
“China’s Red Deer Cave People”
“The Neolithic in Europe”
“The Neolithic in Asia”
“Online Ethnography”
“Language, Culture, and History”
“Minority Groups and Stratification”
“Changing Demographics”
“Resistance via Social Media”
“The Online Marriage Market”
“Religion and Cultural Globalization”

“Evangelical Protestantism and Pentecostalism”
“Homogenization, Indigenization, or Hybridization”
“Antimodernism and Fundamentalism”
“The Spread of Islam”
“Networking and Sociability On- and Offline”
“The Fall from Grace: Golf and the Celebrity Scandal”
“Neoliberalism and NAFTA’s Economic Refugees”
“Emerging Diseases”
“Anthropology’s Key Lessons”

New Integrated Coverage of the Impact of Technology and Social Media: Systematic attention is now given to the key role of the Internet and social media in today's globalizing world with new sections like "Resistance via Social Media" when discussing political systems.

Understanding Ourselves Introductions: prompt students to relate anthropology to their own culture and their own lives, connecting students to the discipline through what they eat for breakfast, how often baseball pitchers spit, and much more.

Key terms: Key terms are defined in the margins on the pages where the terms are introduced, and are listed at the end of each chapter.

End-of-chapter "Critical Thinking" Questions: Questions encourage students to assess and evaluate what they read in the chapter and apply their knowledge to answer.

Revised Focus on Globalization: Focusing on an increasingly interconnected world, the Focus on Globalization essays examine topics as diverse as tourism in the ancient and modern worlds, global disease pandemics, world events (including the Olympics and the World Cup), and the expansion of international finance and branding.

'Appreciating Diversity' Boxes: explore the rich diversity of cultures – past and present – that anthropologists study. "Political mobilizations in Rural Thailand" and "All This from a Finger Bone," about the reconstruction of the Denisovan genome, are just a few of the topics explored in these sections.

Appreciating Anthropology Boxes: feature current-events stories that explore ways in which anthropologists are actively engaged in some of our most urgent twenty-first century concerns. "From Afghanistan: What the Anthropologists Say," to "A Biocultural Approach to Health in the Bolivian Amazon" these boxes demonstrate that topics raised in every chapter can be found in today's headlines.

Supplement this title with *Annual Editions: Anthropology, 39/e* (ISBN: 125939381X, eBook: 9781308638492) This volume offers a variety of articles on contemporary issues in social and cultural anthropology. Students have the opportunity to read first-hand accounts by anthropologists, enabling them to better understand the kinds of questions anthropologists asks, the ways in which they ask them, and how they go about searching for answers.

Digital:

The Connect Suite effectively engages students in the course so they are better prepared for class, more active in discussion, and achieve better results. Its innovative and adaptive technology addresses a wide variety of student and instructor needs with a rich database of assignable and assessable activities, each attached to a learning objective. Connect Anthropology, part of the Connect Suite is an integrated assignment and assessment platform that makes learning more engaging and accessible for students and makes teaching easier and more efficient for instructors. Connect Anthropology offers a variety of learning tools and activities, and comes with an interactive eBook with highlighting and note taking functionalities.

As part of the Connect Suite, **Insight™** puts real-time analytics in your hands so you can take action early and keep struggling students from falling behind. Designed for your tablet or desktop computer, Insight is a series of visual data displays providing at-a-glance information regarding how your section, students and assignments are doing.

As part of the Connect Suite, **SmartBook™** is the first and only adaptive reading and learning experience, that changes the way students read. It creates a personalized, interactive reading environment like no other by highlighting important concepts, while helping students identify their strengths and weaknesses. This ensures that he or she is focused on the content needed to close specific knowledge gaps, while it simultaneously promotes long-term learning.

As part of the Connect Suite, **LearnSmart** is an adaptive learning program designed to help students learn faster, study smarter, and retain more knowledge for greater success. Millions of students have

answered billions of questions in LearnSmart, making it the most widely used study tool that's proven to strengthen memory recall, retain student attendance, and boost grades.