

Espresso Extraction Measurement And Mastery

Are you curious to know how or struggle to make latte art? it seems like a hardship to be a cafe barista or home barista, unable to serve a coffee with a decent latte art and there's not much of materials on the internet that could assist you on this matter. The author has been through such hardship and the sole reason to write this book to serve those who need help to understand further on latte art pouring, espresso-making, and milk frothing with technical explanation and illustrations. This book will cover how to pick a suitable coffee machine and coffee grinder, up until how to pour various latte arts. For coffee lovers who want to go deeper to become a cafe barista or home barista, please have a read on this handbook to cut short your barista learning journey.

A kitchen classic for over 35 years, and hailed by Time magazine as "a minor masterpiece" when it first appeared in 1984, *On Food and Cooking* is the bible which food lovers and professional chefs worldwide turn to for an understanding of where our foods come from, what exactly they're made of, and how cooking transforms them into something new and delicious. For its twentieth anniversary, Harold McGee prepared a new, fully revised and updated edition of *On Food and Cooking*. He has rewritten the text almost completely, expanded it by two-thirds, and commissioned more than 100 new illustrations. As compulsively readable and engaging as ever, the new *On Food and Cooking* provides countless eye-opening insights into food, its preparation, and its enjoyment. *On Food and Cooking* pioneered the translation of technical food science into cook-friendly kitchen science and helped birth the inventive culinary movement known as "molecular gastronomy." Though other books have been written about

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kitchen science, *On Food and Cooking* remains unmatched in the accuracy, clarity, and thoroughness of its explanations, and the intriguing way in which it blends science with the historical evolution of foods and cooking techniques. Among the major themes addressed throughout the new edition are: · Traditional and modern methods of food production and their influences on food quality · The great diversity of methods by which people in different places and times have prepared the same ingredients · Tips for selecting the best ingredients and preparing them successfully · The particular substances that give foods their flavors, and that give us pleasure · Our evolving knowledge of the health benefits and risks of foods *On Food and Cooking* is an invaluable and monumental compendium of basic information about ingredients, cooking methods, and the pleasures of eating. It will delight and fascinate anyone who has ever cooked, savored, or wondered about food.

Subversive political writings by the acclaimed author of *Empire*.

Welcome to *The Artisan Roaster* - your complete guide to setting up and running an artisan coffee roastery café from start-up to sale. This comprehensive book covers everything you need to know to run a professional, rewarding business, from choosing a great location, fitting out your coffee roastery café, sourcing, roasting and blending specialty coffee, managing your staff and more. Written in an engaging and easy-to-read manner, yet packed with essential practical advice as well as fascinating facts on all-things-coffee, this book is designed to give you all the expert tips you'll need to hit the ground running in this exciting industry. David Rosa is an award-winning Australian coffee roaster with a twenty-year career in running a successful coffee roastery and brand. David's previous experience in consumer marketing and advertising proved invaluable in setting up his coffee roastery café. He currently runs coffee roasting and

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industry-related courses and provides private consultancy services. "David shares his expertise on all aspects of establishing a roastery and the various pitfalls of running a successful business. What David shares is invaluable, informative and concise. It perfectly reflects his enthusiasm, honesty, thirst for knowledge and not least, his sense of humour. I have no doubt this will be read, enjoyed and used as a guide for all new roasters as well as current roasters worldwide." ANDREW MACKAY - COFI-COM TRADING

A guide to selecting and brewing artisan coffees covers how to use standard kitchen tools to make professional-tasting coffees and espressos and is complemented by recipes for coffee-inspired treats.

The Physics of Filter Coffee is a deep dive into the science behind coffee brewing. In the book, renowned astrophysicist Jonathan Gagné brings welcome scientific expertise to coffee making. Not only does the book contain numerous original ideas about coffee brewing, but Jonathan lays to rest many controversial ideas about coffee making.

What's behind your morning cup of coffee? How much do you really want to know? This book will undoubtedly ruin any tidy, simple, black-and-white interpretation of how the coffee business and international supply chains function. Cheap coffee is a top-to-bottom presentation of the mechanics and economics of the coffee supply chain from the perspective of each stakeholder group and a multi-perspective analysis of its sustainability, lack thereof, and efforts toward it. It is a practical and digestible synthesis of an extensive collection of academic works and studies that few in the coffee industry have taken the time to internalize. It focuses especially on smallholder coffee producers, the most vulnerable stakeholder group.

An updated edition of the best tips and tools to plan, build, and execute a structured test

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operation In this update of his bestselling book, Rex Black walks you through how to develop essential tools and apply them to your test project. He helps you master the basic tools, apply the techniques to manage your resources, and give each area just the right amount of attention so that you can successfully survive managing a test project! Offering a thorough review of the tools and resources you will need to manage both large and small projects for hardware and software, this book prepares you to adapt the concepts across a broad range of settings.

Simple and effective, the tools comply with industry standards and bring you up to date with the best test management practices and tools of leading hardware and software vendors. Rex Black draws from his own numerous testing experiences-- including the bad ones, so you can learn from his mistakes-- to provide you with insightful tips in test project management. He explores such topics as: Dates, budgets, and quality-expectations versus reality Fitting the testing process into the overall development or maintenance process How to choose and when to use test engineers and technicians, contractors and consultants, and external test labs and vendors Setting up and using an effective and simple bug-tracking database Following the status of each test case The companion Web site contains fifty tools, templates, and case studies that will help you put these ideas into action--fast!

This collection of short expository, critical and speculative texts offers a field guide to the cultural, political, social and aesthetic impact of software. Experts from a range of disciplines each take a key topic in software and the understanding of software, such as algorithms and logical structures.

This open access book focuses on Switzerland-based medium-sized companies with a longstanding export tradition and a proven dominance in global niche markets. Based upon in-

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depth documentation and analysis of 36 Swiss companies over their entire history, an expert team of authors presents several parallels in the pathways and success factors which allowed these firms to become dominant and operate from a high-cost location such as Switzerland. The book enhances these insights by providing detailed company profiles documenting the company history, development, and how their relevant global niche positions were reached. Readers will benefit from these profiles as they compile a diverse selection of industries, mainly active within the B2B sector, with mostly mature companies (60 years to older than 100 years since founding) and different types of ownership structures including family firms. 'Masterpieces of Swiss Entrepreneurship' brings unique learning opportunities to owners and leaders of SMEs in Switzerland and elsewhere. Findings are based on detailed bottom-up research of 36 companies -- without any preconceived notions. The book is both conceptual and practical. It fosters understanding for different choices in development pathways and management practices. Matti Alahuhta, Chairman DevCo Partners, ex-CEO Kone, Board member of several global listed companies, Helsinki, Finland Start-up entrepreneurs need proven models from industry which demonstrate the various paths to success. "Masterpieces of Swiss Entrepreneurship" provides deep insights highlighting these models and the important trade-offs entrepreneurial teams must consider when choosing the path of high growth or of maximum control, as they are often mutually exclusive. Gina Domanig, Managing Partner, Emerald Technology Ventures, Zurich

I Know Coffee Series: Book 5 Crema - or espresso foam or cream. The layer of crema that forms on the top of an espresso shot is an integral component of the beverage, and arguably the defining characteristic of the brewing method. The presence of persistent, smooth crema is

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one of the best indicators of a well-poured shot, but achieving the desired texture, color, and taste can be tricky. This book will give you a start to finish breakdown, from which varieties of coffee will produce the best crema to the right brewing practices and techniques to achieve consistent crema every time you brew. In this book you will find answers to questions like: How to get crema on espresso coffee. What makes a good espresso. How to make thick espresso. Perfect espresso extraction methods. How to get more crema. You don't need to be a professional barista to pour great espresso shots. With a bit of knowledge--and a lot of practice--you can make café-quality espresso shots in the comfort of your own kitchen. Instilling brand loyalty among consumers is the key to long-term success, and requires focusing on meaningful differentiation: functional, emotional, or societal. Supported by data analyses, case studies and interviews, *The Meaningful Brand* explores the four components of a distinguished brand: purpose, delivery, resonance, and difference.

A dazzling work of personal travelogue and cultural criticism that ranges from the primitive to the postmodern in a quest for the promise and meaning of the psychedelic experience. While psychedelics of all sorts are demonized in America today, the visionary compounds found in plants are the spiritual sacraments of tribal cultures around the world. From the iboga of the Bwiti in Gabon, to the Mazatecs of Mexico, these plants are sacred because they awaken the mind to other levels of awareness--to a holographic vision of the universe. *Breaking Open the Head* is a passionate, multilayered, and sometimes rashly personal inquiry into this deep division. On one level, Daniel Pinchbeck tells the story of the encounters between the modern consciousness of the West and these sacramental substances, including such thinkers as Allen Ginsberg, Antonin Artaud, Walter Benjamin, and Terence McKenna, and a new

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underground of present-day ethnobotanists, chemists, psychonauts, and philosophers. It is also a scrupulous recording of the author's wide-ranging investigation with these outlaw compounds, including a thirty-hour tribal initiation in West Africa; an all-night encounter with the master shamans of the South American rain forest; and a report from a psychedelic utopia in the Black Rock Desert that is the Burning Man Festival. *Breaking Open the Head* is brave participatory journalism at its best, a vivid account of psychic and intellectual experiences that opened doors in the wall of Western rationalism and completed Daniel Pinchbeck's personal transformation from a jaded Manhattan journalist to shamanic initiate and grateful citizen of the cosmos.

"The author's capacity to grasp and interpret these [world media] events is astounding, and her ability to provide insights into a world where unbounded information is circling the earth with the speed of light is startling." -- Choice "... a wide-ranging, quirky and dextrous mix of description, theory and analysis, that documents the perils of the global telecommunications network..." -- Times Literary Supplement "... this is a stimulating, even moving, book, dense with ideas and with many quotable lines." -- The New Statesman "Wark is one of the most original and interesting cultural critics writing today." -- Lawrence Grossberg
McKenzie Wark writes about the experience of everyday life under the impact of increasingly global media vectors. We no longer have roots, we have aeriels. We no longer have origins, we have terminals.

If you want to know how to brew the ultimate cup of coffee in the comfort of your own home (and save some money too!), then you want to read this book. You

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see, making great coffee boils down to doing a number of little things right, such as selecting the right beans and roasts, and creating the right blends; using the right coffee machine and grinder; using the right amount of grounds; brewing at correct temperatures and for the right amount of time; and more. If all that sounds complicated to you, don't worry--this book breaks it all down and teaches you, step by step, everything you need to know to brew heavenly cups of coffee that are the hallmark of true coffee maestros. In this book, you'll learn things like... How to pick the right coffee machine and get the most bang for your buck, regardless of your budget. (Please don't buy a drip brewer before reading this chapter!) Everything you need to know about coffee beans to master the art of creating incredible blends that create rich, complex coffee. You'll be blown away by how much better your coffee will be when you use this information. Why you should seriously consider getting a coffee grinder, and which types are the best for making coffee. The step-by-step, no-fail method of brewing sweet, decadent coffee every time. Say goodbye to coffee that's too weak or strong or bitter, and say hello sweet, aromatic indulgences. 30 delicious coffee recipes including classics that are to die for, espresso drinks that every coffee lover should try, holiday drinks that will make you cheer, and dessert drinks that are like heaven in a cup. And more... Brewingmouth-watering coffeeand making your favorite coffee

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drinks are a breeze after reading this book! Scroll up and click the "Buy" button now to learn how to make coffee so good that your friends and family will rave. Espresso Making Perfection - Learn how to make the perfect espresso at home every single time! A recent study has shown that 90% of Starbucks baristas have no idea how to make great espresso. By reading this book, you'll be able to teach them a thing or two such as: - What are the best beans for espresso? - Where is the best place to get them? - How to grind your own beans and what is the best grinder! - How to store your beans to ensure maximum freshness! - The secret ingredient, so simple, so obvious yet few baristas know about! - The simple technique that takes 20 seconds and improves the taste of your espresso! - Correct tamping technique! - The exact brewing sequence I use to brew perfect espresso! - My recommended automatic, semi-automatic and manual espresso machines. - Also, my espresso drink recipes! Espresso making perfection is very simple to learn, there is no fluff or filler, just to the point! You don't need an expensive espresso machine to make incredible espresso. But you do need good technique. Learn how here!

The Craft and Science of Coffee follows the coffee plant from its origins in East Africa to its current role as a global product that influences millions of lives through sustainable development, economics, and consumer desire. For most,

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coffee is a beloved beverage. However, for some it is also an object of scientific study, and for others it is approached as a craft, both building on skills and experience. By combining the research and insights of the scientific community and expertise of the crafts people, this unique book brings readers into a sustained and inclusive conversation, one where academic and industrial thought leaders, coffee farmers, and baristas are quoted, each informing and enriching each other. This unusual approach guides the reader on a journey from coffee farmer to roaster, market analyst to barista, in a style that is both rigorous and experience based, universally relevant and personally engaging. From on-farming processes to consumer benefits, the reader is given a deeper appreciation and understanding of coffee's complexity and is invited to form their own educated opinions on the ever changing situation, including potential routes to further shape the coffee future in a responsible manner. Presents a novel synthesis of coffee research and real-world experience that aids understanding, appreciation, and potential action. Includes contributions from a multitude of experts who address complex subjects with a conversational approach. Provides expert discourse on the coffee value chain, from agricultural and production practices, sustainability, post-harvest processing, and quality aspects to the economic analysis of the consumer value proposition. Engages with the key

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challenges of future coffee production and potential solutions.

From the bestselling author of *The 48 Laws of Power* and *The Laws of Human Nature*, a vital work revealing that the secret to mastery is already within you. Each one of us has within us the potential to be a Master. Learn the secrets of the field you have chosen, submit to a rigorous apprenticeship, absorb the hidden knowledge possessed by those with years of experience, surge past competitors to surpass them in brilliance, and explode established patterns from within. Study the behaviors of Albert Einstein, Charles Darwin, Leonardo da Vinci and the nine contemporary Masters interviewed for this book. The bestseller author of *The 48 Laws of Power*, *The Art of Seduction*, and *The 33 Strategies of War*, Robert Greene has spent a lifetime studying the laws of power. Now, he shares the secret path to greatness. With this seminal text as a guide, readers will learn how to unlock the passion within and become masters.

An illustrated guide to the essential rules for enjoying coffee both at home and in cafes, including tips on storing and serving coffee, coffee growing, roasting and brewing, plus facts, lore, and popular culture from around the globe. This introduction to all things coffee written by the founders and editors of Sprudge, the premier website for coffee content, features a series of digestible rules accompanied by whimsical illustrations. Divided into three sections (At Home, At

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the Cafe, and Around the World), The New Rules of Coffee covers the basics of brewing and storage, cafe etiquette and tips for enjoying your visit, as well as essential information about coffee production (What is washed coffee?), coffee myths (Darker is not stronger!), and broadcasts from a new international coffee culture.

The popularity of espresso, coffee at its purest and most intense, has grown exponentially in the past decade. In this revised edition of his book on the ultimate coffee, Kenneth Davids provides a lucid, engaging examination of espresso's lore, legend, and culture. A finalist for the James Beard Award upon its original publication. Espresso is the perfect introduction to the world of specialty coffee.

A guide to writing computer code covers such topics as variable naming, presentation style, error handling, and security.

This book is a printed edition of the Special Issue "Plant Extracts in Skin Care Products" that was published in Cosmetics

In this fifth edition of A Cognitive Psychology of Mass Communication, author Richard Jackson Harris continues his examination of how our experiences with media affect the way we acquire knowledge about the world, and how this knowledge influences our attitudes and behavior.

Presenting theories from psychology and communication along with reviews of the corresponding research, this text covers a wide variety of media and media issues, ranging

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from the commonly discussed topics – sex, violence, advertising – to lesser-studied topics, such as values, sports, and entertainment education. The fifth and fully updated edition offers: highly accessible and engaging writing contemporary references to all types of media familiar to students substantial discussion of theories and research, including interpretations of original research studies a balanced approach to covering the breadth and depth of the subject discussion of work from both psychology and media disciplines. The text is appropriate for Media Effects, Media & Society, and Psychology of Mass Media coursework, as it examines the effects of mass media on human cognitions, attitudes, and behaviors through empirical social science research; teaches students how to examine and evaluate mediated messages; and includes mass communication research, theory and analysis.

A quick pick-me-up or a subtle beverage with an aroma that conjures up images of special moments shared with special people? There's more to coffee than that. Apart from being a beautiful tree with fragrant flowers, coffee is also a culture, practically a religion to a certain elite and certainly a source of income to millions of people, rich and poor alike. Coffee professionals around the world will find the specific information they need in this lavishly illustrated and practical work designed to answer all their questions about the coffee plant and how it is grown, harvested, processed and refined. Specialists and experienced professionals were consulted and some 40 renowned international experts have contributed their specific knowledge and expertise to this comprehensive handbook, covering such topics as: ? Growing ? Pests, diseases, and their control ? Harvesting and processing ? Storage, shipment, quality ? The latest economical and technological aspects. In addition, special indexes demystify such confusing data as information sources, conversion tables and other technicalities. With its 40

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chapters, over 1000 pages and 900 superb illustrations, this is a universally reliable manual, providing basic guidelines and recommendations applicable everywhere, and not geared to any specific country.

MasteryPenguin

Winner of the 2015 James Beard Award for Best Beverage Book and the 2015 IACP Jane Grigson Award. A revolutionary approach to making better-looking, better-tasting drinks. In Dave Arnold's world, the shape of an ice cube, the sugars and acids in an apple, and the bubbles in a bottle of champagne are all ingredients to be measured, tested, and tweaked. With *Liquid Intelligence*, the creative force at work in Booker & Dax, New York City's high-tech bar, brings readers behind the counter and into the lab. There, Arnold and his collaborators investigate temperature, carbonation, sugar concentration, and acidity in search of ways to enhance classic cocktails and invent new ones that revolutionize your expectations about what a drink can look and taste like. Years of rigorous experimentation and study—botched attempts and inspired solutions—have yielded the recipes and techniques found in these pages.

Featuring more than 120 recipes and nearly 450 color photographs, *Liquid Intelligence* begins with the simple—how ice forms and how to make crystal-clear cubes in your own freezer—and then progresses into advanced techniques like clarifying cloudy lime juice with enzymes, nitro-muddling fresh basil to prevent browning, and infusing vodka with coffee, orange, or peppercorns. Practical tips for preparing drinks by the pitcher, making homemade sodas, and building a specialized bar in your own home are exactly what drink enthusiasts need to know. For devotees seeking the cutting edge, chapters on liquid nitrogen, chitosan/gellan washing, and the applications of a centrifuge expand the boundaries of traditional cocktail craft. Arnold's

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book is the beginning of a new method of making drinks, a problem-solving approach grounded in attentive observation and creative techniques. Readers will learn how to extract the sweet flavor of peppers without the spice, why bottling certain drinks beforehand beats shaking them at the bar, and why quinine powder and succinic acid lead to the perfect gin and tonic. Liquid Intelligence is about satisfying your curiosity and refining your technique, from red-hot pokers to the elegance of an old-fashioned. Whether you're in search of astounding drinks or a one-of-a-kind journey into the next generation of cocktail making, Liquid Intelligence is the ultimate standard—one that no bartender or drink enthusiast should be without.

Provides step-by-step instructions for professional baking techniques; covers baking principles, equipment, and ingredients; and includes more than nine hundred recipes as well as tips on baking for special diets.

A field manual to the technologies that are transforming our lives Everywhere we turn, a startling new device promises to transfigure our lives. But at what cost? In this urgent and revelatory excavation of our Information Age, leading technology thinker Adam Greenfield forces us to reconsider our relationship with the networked objects, services and spaces that define us. It is time to re-evaluate the Silicon Valley consensus determining the future. We already depend on the smartphone to navigate every aspect of our existence. We're told that innovations—from augmented-reality interfaces and virtual assistants to autonomous delivery drones and self-driving cars—will make life easier, more convenient and more productive. 3D printing promises unprecedented control over the form and distribution of matter, while the blockchain stands to revolutionize everything from the recording and exchange of value to the way we organize the mundane realities of the day to day. And, all the while, fiendishly complex

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algorithms are operating quietly in the background, reshaping the economy, transforming the fundamental terms of our politics and even redefining what it means to be human. Having successfully colonized everyday life, these radical technologies are now conditioning the choices available to us in the years to come. How do they work? What challenges do they present to us, as individuals and societies? Who benefits from their adoption? In answering these questions, Greenfield's timely guide clarifies the scale and nature of the crisis we now confront—and offers ways to reclaim our stake in the future.

Argues that a manager's central responsibility is to create and implement strategies, challenges popular motivational practices, and shares anecdotes discussing how to enable action-oriented plans for real-world results.

Times are changing and the labor markets are under immense burden from the collective effects of various megatrends. Technological growth and grander incorporation of economies along with global supply chains have been an advantage for several workers armed with high skills and in growing occupations. However, it is a challenge for workers with low or obsolete skills in diminishing zones of employment. Business models that are digitalized hire workers as self-employed instead of standard employees. People seem to be working and living longer, but they experience many job changes and the peril of skills desuetude. Inequalities in both quality of job and earnings have increased in several countries. The depth and pace of digital transformation will probably be shocking.

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Industrial robots have already stepped in and artificial intelligence is making its advance too. Globalization and technological change predict the great potential for additional developments in labor market performance. But people should be ready for change. A progression of creative annihilation is probably under way, where some chores are either offshored or given to robots. A better world of for jobs cannot be warranted – a lot will be contingent on devising the right policies and institutes in place.

Explorations of science, technology, and innovation in Africa not as the product of “technology transfer” from elsewhere but as the working of African knowledge. In the STI literature, Africa has often been regarded as a recipient of science, technology, and innovation rather than a maker of them. In this book, scholars from a range of disciplines show that STI in Africa is not merely the product of “technology transfer” from elsewhere but the working of African knowledge. Their contributions focus on African ways of looking, meaning-making, and creating. The chapter authors see Africans as intellectual agents whose perspectives constitute authoritative knowledge and whose strategic deployment of both endogenous and inbound things represents an African-centered notion of STI. “Things do not (always) mean the same from everywhere,” observes Clapperton Chakanetsa Mavhunga, the volume's editor. Western, colonialist

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definitions of STI are not universalizable. The contributors discuss topics that include the trivialization of indigenous knowledge under colonialism; the creative labor of chimurenga, the transformation of everyday surroundings into military infrastructure; the role of enslaved Africans in America as innovators and synthesizers; the African ethos of “fixing”; the constitutive appropriation that makes mobile technologies African; and an African innovation strategy that builds on domestic capacities. The contributions describe an Africa that is creative, technological, and scientific, showing that African STI is the latest iteration of a long process of accumulative, multicultural knowledge production. Contributors Geri Augusto, Shadreck Chirikure, Chux Daniels, Ron Eglash, Ellen Foster, Garrick E. Louis, D. A. Masolo, Clapperton Chakanetsa Mavhunga, Neda Nazemi, Toluwalogo Odumosu, Katrien Pype, Scott Remer

Our natural world has been irretrievably altered by humans, for humans. From domesticated wheat fields to nuclear power plants and spacecraft, everything we see and interact with has in some way been changed by the presence of our species, starting from the Neolithic era so many centuries ago. This book provides a crash course on the issues and debates surrounding technology’s shifting place in our society. It covers the history of our increasingly black-box world, which some theorize will end with technology accelerating beyond our

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understanding. At the same time, it analyzes competing trends and theories, the lack of scientific knowledge of large sections of the population, the dogmas of pseudoscience, and the growing suspicion of science and technology, which may inevitably lead to scientific stagnation. What will the future of our civilization look like? How soon might scientific acceleration or stagnation arrive at our doorstep, and just how radically will such technological shifts change our culture? These are issues that we must address now, to insure our future goes the way we choose.

More than 150 million Americans drink coffee each day. We're not the only nation obsessed: More than 2.25 billion cups of coffee are consumed in the world each day. In *Coffee Obsession*, we take a journey through the coffee-producing nations around the world, presenting the different styles, flavors, and techniques used to brew the perfect cup. We explore how coffee gets from bean to cup in each region, and what that means for the final product. Through clear step-by-step instruction, *Coffee Obsession* will teach you how to make latte, cappuccino, and other iconic coffee styles as if you were a professionally trained barista. With more than 130 classic coffee recipes to suit every taste, detailed flavor profiles and tasting notes, as well as recommended roasts from around the world, *Coffee Obsession* is like nothing else out on the market.

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Written by leading coffee technology specialists in consultation with some of the world's biggest coffee manufacturers, the second edition of the successful Espresso Coffee will once again comprehensively cover the current status of the chemistry and technology of espresso coffee. It comprehensively covers topics such as agronomy, green coffee processing, roasting/grinding, packaging, percolating and decaffeination techniques. It provides a comprehensive resource for those interested in the fundamental notions of coffee quality; with a point of reference given in the form of a detailed bibliography to provide direction to the wider literature. Chapters Include: * Quality of espresso coffee * The plant * The raw bean * Roasting * Grinding * Packaging * Percolation * The cup * Physiology

The classic book on the development of human language by the world's leading expert on language and the mind. In this classic, the world's expert on language and mind lucidly explains everything you always wanted to know about language: how it works, how children learn it, how it changes, how the brain computes it, and how it evolved. With deft use of examples of humor and wordplay, Steven Pinker weaves our vast knowledge of language into a compelling story: language is a human instinct, wired into our brains by evolution. The Language Instinct received the William James Book Prize from the American Psychological Association and the Public Interest Award from the Linguistics Society of

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America. This edition includes an update on advances in the science of language since *The Language Instinct* was first published.

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