

## Why Horses Do That 2018 Calendar

After creating the first volume of "The Amazing World of Horses", I was inspired to create the "Midnight Edition". This edition is made with black or dark backgrounds to intensify the beautiful shape and form of each horse. Now you can focus on the colors of the horse and designs without using up your black mediums to fill in background space. So go to your favorite horse (or pegasus) page and release that inner artist. Happy Coloring!

The all-new Equine Hematology, Cytology, and Clinical Chemistry draws on hematology and clinical chemistry information featured in the first edition of Equine Clinical Pathology and adds valuable cytopathology material from Diagnostic Cytology and Hematology of the Horse, making it a truly definitive reference to clinical pathology in equids. Thoroughly updated and expanded throughout, this Second Edition offers more images, more information, and new knowledge for previous chapters and entirely new chapters on bone marrow evaluation and cytopathology. Designed to present clear, concise, and clinically relevant information, the book is logically organized for easy reference. Numerous figures, tables and images support the text, together with summarized information for ease of use. Offers a focus on clinical pathology in the horse, with in-depth information on hematology, clinical chemistry, and cytopathology in equids Presents equine disease from a systems-based, clinicopathological perspective Features hundreds of high-quality images Includes contributions from veterinary specialists with expert knowledge of clinical pathology A must-have purchase for anyone using hematology, clinical chemistry, and cytology in equine patients, Equine Hematology, Cytology, and Clinical Chemistry, 2nd Edition is a valuable resource for equine practitioners, clinical pathologists and residents, and veterinary students.

Cooperation has become the leading strategy adopted by business and other organizations. It is taking on new forms that are adapted to changing market expectations and technological possibilities in the rapidly evolving business environment. This new edition of Cooperative Strategy provides a comprehensive view of the practical and theoretical literature concerning cooperative strategies, and the alliance and network organizational forms that are the enablers of these strategies. It takes the reader through the stages of developing a cooperative alliance, from choosing a cooperative form and selecting partners, to establishing an alliance and managing the process of cooperation. It examines cooperative strategies in different sectors as well as internationally, and discusses performance criteria and evolution of cooperation over time. With insights from internationally recognized experts on cooperative strategy, this book presents extensive research on the topic while also addressing practical issues of alliance management.

Relationships with horses, whether for companionship or competition, are complex and ever-changing. This is one of the reasons why "horsemanship" can become a lifelong pursuit: There is always a balance to be struck with our equine partners, and it demands continual growth and understanding on our side. In this book, horsewoman Lynn Acton explains that when the focus in the relationship is on what we want from the horse, his compliance becomes the measure of success, and what he thinks and feels is often overlooked. Is he calm, confident, and trusting? Or anxiously wishing he could escape? His behavior, performance, and reliability—in whatever discipline we prefer or equestrian sport we pursue—depend on the answers to those questions. Horses want security and social bonds. They want leaders they trust to protect them—not only from danger, but from stress. When we provide this security, they accept our rules. This not only puts us in charge, it makes our leadership more effective because we do not force it on them; they seek it. The result is less anxiety, fewer behavior problems, more efficient learning, and better reliability. Acton refers to this relationship as Protector Leadership because being the "protector" is the foundation. Building methodology based on time-tested training theories that we are often exposed to in bits and pieces, Acton shows why Protector Leadership works and how to make it work for us, fitting the separate pieces together, and illustrating the connections with practical examples of real horses in everyday life.

Horses can develop a range of behavioural problems, which if left untreated, could cause the relationship between horse and human to break down. With many different well-meaning opinions offered to solve such situations, it can be difficult to find the right path. In this book, Rose Scofield examines behavioural issues using the latest academic research. Offering practical solutions and with useful diagrams and photographs throughout, the book helps to protect and develop the horse-human relationship.

Scentwork for Horses is the first practical guide on how to implement scentwork into the lives of domesticated horses, enhancing behaviour, welfare, and the human-animal bond. Scentwork is a new discipline in the field for horse and handler, and expert author Rachaël Draaisma arms the reader with a palette of information to enable them to put this technique into action. As well as theoretical background information on the nose of the horse and biomechanics, Draaisma discusses how scentwork improves horses' learning abilities, development, socialisation, and their bond with the handler. Readers will learn how to have their horses explore their environment, participate in scentwork games and follow a footstep track to find a missing person or food bag. Easily accessible for anybody working with horses at any level, scentwork can be done in small areas as well as in larger spaces on various surfaces. Whether veterinarian, behaviourist, trainer, animal-assisted therapist, equine physiotherapist, osteopath, or interested horse owner, this book promises to bring both you and the horse enormous benefits, strengthening the human-animal bond. Rachaël Draaisma has always lived with and had a passion for dogs and horses. In 2002, she decided to make it her profession. Achieving several diplomas, she started to work full time as a trainer and behavioural consultant, first with dogs, later with horses. Her best-selling book Language Signs and Calming Signals of Horses, published by CRC Press in 2017, has been translated into several languages. Another pillar of Draaisma's working life with horses revolves around equine mental stimulation and scentwork, and she has developed an extensive method to undertake scent tracking with horses, a new tool in enriching the human-equine relationship. Draaisma travels throughout Europe and the globe to provide workshops and lectures on calming signals of horses, equine mental stimulation, and scentwork. You can purchase scent bags to aid your scentwork practice at the author's personal website: [www.scentworkforhorses.com](http://www.scentworkforhorses.com) or [www.calmingsignalsofhorses.com](http://www.calmingsignalsofhorses.com)

Pet, show-ring competitor, pasture companion, driving partner, patient therapy horse—the Miniature Horse does it all. But whether you dream of winning ribbons or just hanging out, it is vital to have a solid understanding of safe handling and proper stabling; grooming needs and feeding requirements; general care and management essentials; special health and wellness concerns; and basic training how-tos. In these pages experienced Miniature Horse breeder Kendra Gale of Circle J Miniature Horses provides the most complete Miniature Horse resource available. You not only learn the ins and outs of making a Miniature Horse a part of your life, you gain invaluable professional insight when it comes to buying and breeding, registering and showing, training and handling,

and so much more.

Includes various departmental reports and reports of commissions. Cf. Gregory. Serial publications of foreign governments, 1815-1931.

Harlequin Love Inspired October 2018 - Box Set 1 of 2 Harlequin

Calling all pony lovers, horse fanatics, and bookworms! Trot through 100 enchanting equine facts in this new leveled reader, perfect for fluent readers. Packed with weird-but-true facts and tons of equestrian animal info, this Level 3 Reader gallops right into the world of horses--from wild ponies to superstar racers to the shared history of humans and horses. National Geographic Fact Readers feature the same expert-vetted running text as traditional readers--with a bonus of 100 fun facts spread throughout the book! A fact roundup at the end of each book lets kids review what they've learned. (Plus, they can impress their friends with their stallion smarts!)

With an astounding eighteen medals in eight international championships and team gold medals at the Olympic Games in 1976 and 1984, Jack Le Goff created the standard by which modern-day equestrian teams are measured. But Le Goff's techniques could be unforgiving--tough, brutal, and abrasive--earning him critics as well as converts. In this, his autobiography, Le Goff tells the whole story, from impoverished beginnings in Morocco, to the tragic death of his father, to his successes as a competitive equestrian. Readers will enjoy a behind-the-scenes look at the inner workings of high-level international equestrian sport, as well as an entire section devoted to Le Goff's much admired and extremely successful training philosophy.

Provides a fully updated Seventh Edition of the classic gold-standard reference on equine lameness This new edition of the go-to resource for equine lameness features updates throughout and more in-depth information on objective lameness assessment, sports medicine, rehabilitation, treatment options, and advanced imaging. With contributions from the world's leading authorities on the subject, the book covers functional anatomy, examination, imaging, lameness of the distal limb, proximal limb, and axial skeleton, principles of musculoskeletal disease, therapies, occupation-related conditions, lameness in young horses, and farriery. More than 1,700 images support the text, making it an exhaustive reference for all aspects of lameness in horses. Now in its seventh edition, Adams and Stashak's Lameness in Horses continues to be the definitive resource on equine lameness for veterinary specialists, practitioners, interns, residents, and students alike. The book is supplemented with a companion website offering a plethora of "how-to" videos demonstrating a variety of different physical examination techniques, including palpation, hoof testing, flexion tests, and perineural and intrasynovial injection techniques. Offers a fully revised new edition of the classic text on equine lameness Includes more extensive information on objective lameness assessment, sports medicine, rehabilitation, treatment options and advanced imaging Features over 1,700 images to illustrate the concepts described Written by internationally renowned experts in the field Includes access to a companion website with "how-to" videos Adams and Stashak's Lameness in Horses is a must-have reference for any practicing large animal and equine veterinarian, equine veterinary specialist, or veterinary student dealing with lameness in the horse.

50 Northern Flat Winners for 2018 is aimed at the horse racing fan who wants a little help when it comes to picking winners in the north. There are 50 horses inside this book, who all for one reason or another, look capable of winning at least once this season. There are horses who look extremely well handicapped based on what they did last season, and horses who could find themselves going to the top of the game. There is a real mix of horses in the book, with many of them being unfamiliar names, or horses you may have forgotten about. I'm not going to pinpoint the superstar horses from the UK, because everyone knows about them. The majority of these horses are northern handicappers who look to be well treated based on what they have done in the past, or what I think they will do in the future. If you are expecting a book full of superstars then you are going to be disappointed here. Instead, you are getting 50 honest, northern horses who look like they are ready to win during the 2018 flat season and some of them look like they can win multiple races based on their current handicap mark. 50 Northern Flat Winners for 2018 is your key to the 2018 flat racing season in the north.

Insulin dysregulation mediates the increased risk for laminitis associated with the two most common equine endocrinopathies, pituitary pars intermedia dysfunction (PPID) and the equine metabolic syndrome (EMS). This thesis aimed to describe the metabolic profile of horses with this condition to help elucidate the cause for the increased insulin production it elicits and possibly uncover some pathomechanisms leading to laminitis. Besides identifying metabolites correlated to the level of the insulin response to an oral glucose test, such as carnitine, arginine and DOPA, this project revealed the potential of such molecules in recognizing horses with insulin dysregulation without complex diagnostic tests. Additionally, it allowed to concretely quantify the reduction of the insulin response to oral carbohydrates following weight loss, while differentiating the respective metabolic impact of weight gain and worsened insulin dysregulation. Lastly, metabolites associated with subsequent laminitis were described. Altogether, the results provided new concepts for the identification of insulin dysregulation, supported an association between this condition and vascular dysfunction, helped distinguish the metabolic impact of weight variations from the effect of insulin dysregulation, and suggested that carnitine and arginine could be investigated as nutritional supplements to treat insulin dysregulation.

Love Inspired brings you three new titles! Enjoy these uplifting contemporary romances of faith, forgiveness and hope. THE AMISH CHRISTMAS COWBOY Amish Spinster Club by Jo Ann Brown Though Texan cowboy Toby Christner was raised Amish, he has no plans to settle down in the new community along Harmony Creek. But when he meets Amish nanny Sarah Kuhns, he can't help but wonder if a Plain life with her is exactly what he needs. THE RANCHER'S ANSWERED PRAYER Three Brothers Ranch by Arlene James Tina Kemp's stepfather left her his house, but his nephew, Wyatt Smith, inherited the ranch—including the land the house stands upon. Neither is giving an inch. Can these adversaries possibly make a home together...without falling for each other? WYOMING CHRISTMAS QUADRUPLETS Wyoming Cowboys by Jill Kemerer Working as a temporary nanny for quadruplet babies, Ainsley Draper can't help but feel drawn to the infants' caring rancher uncle, Marshall Graham. But with her life in one town and his family obligations in another, can they ever find a way to be together?

\*THE INSTANT NEW YORK TIMES BESTSELLER AND WORLD ECONOMIC FORUM BOOK CLUB PICK\* 'A clear, compelling guide to some of the most pressing debates in technology today.' Bill Gates, from the foreword 'The de facto ambassador for the technology industry at large.' The New York Times 'One of the few executives willing to speak openly about the industry's most vexing issues.' Sunday Times \_\_\_\_\_ Microsoft President Brad Smith operates by a simple core belief: when your technology changes the world, you bear a responsibility to help address the world you have helped create. This might seem uncontroversial, but it flies in the face of a tech sector long obsessed with rapid growth and sometimes on disruption as an end in itself. While sweeping digital transformation holds great promise, we have reached an inflection point. The world has turned information technology into both a powerful tool and a formidable weapon, and new approaches are needed to manage an era defined by even more powerful inventions like artificial intelligence. Companies that create technology must accept greater responsibility for the future, and governments will need to regulate technology by moving faster and catching up with the pace of innovation. In Tools and Weapons, Brad Smith and Carol Ann Browne bring us a captivating narrative from the cockpit of one of the world's largest and most powerful tech companies as it finds itself in the middle of some of the thorniest emerging issues of our time. These are challenges that come with no pre-existing playbook, including privacy, cybercrime and cyberwar, social media, the moral

conundrums of artificial intelligence, big tech's relationship to inequality, and the challenges for democracy, far and near. While in no way a self-glorifying "Microsoft memoir," the book pulls back the curtain remarkably wide onto some of the company's most crucial recent decision points as it strives to protect the hopes technology offers against the very real threats it also presents. There are huge ramifications for communities and countries, and Brad Smith provides a thoughtful and urgent contribution to that effort. From Microsoft's President and one of the tech industry's wisest thinkers, a frank and thoughtful reckoning with how to balance enormous promise and existential risk as the digitization of everything accelerates. \_\_\_\_\_ In *Tools and Weapons*, Brad Smith takes us behind the scenes on some of the biggest stories to hit the tech industry in the past decade and some of the biggest threats we face. From Edward Snowden's NSA leak to the NHS WannaCry ransomware attack, this book is essential reading to understand what's happening in the world around us. If you watched *Inside Bill's Brain: Decoding Bill Gates* on Netflix, you will find *Tools and Weapons* equally fascinating. 'This is a colourful and insightful insiders' view of how technology is both empowering us and threatening us. From privacy to cyberattacks, this timely book is a useful guide for how to navigate the digital future.' Walter Isaacson, bestselling author of *Steve Jobs*

**TURF STARS 2017** The Turf Stars annual's mission is to identify a group of exciting young horses to follow during the Flat racing turf season. Turf Stars is authored & edited by racing journalist and broadcaster Kel Mansfield who has worked in the sport for more than 40 years. There are extensive essays about each horse's form, their potential and possible targets during the season. The essays include many quotes from trainers, jockeys and connections. The book also contains a "darkish" horses section, a preview of champion trainer Aidan O'Brien's leading horses, betting strategies, staking plans and advice on how to follow the horses listed in Turf Stars and enjoy the thrilling sport of racing to the full. There is also a complete list of Derby winners. Previous Turf Stars annuals have highlighted many big-priced winners and top horses including Classic heroes, Royal Ascot scorers, Breeders' Cup & Champion' Days winners etc., etc. There is no better way to enjoy the sport of racing than to follow a select group of horses throughout the season. You will feel fully involved and, with a bit of luck, some of the horses may make it to the big festivals such as the Epsom Derby meeting, Royal Ascot, Glorious Goodwood, the Ebor meeting at York and Champions' Day at Ascot. Support the horses, cheer them on at the track or when you're watching them on TV. You will become their virtual owner, but you won't have to pay any expensive training bills. Remember to celebrate the victories and you could have many special memories by the end of the season.

A revised edition of the inspiring bestseller, now in paperback with new good rider profiles! This book is exactly what you need to become a better rider. It's a smart, honest, on-target kick-in-the-pants, guaranteed to rev your engines as you see how a few changes in your life, a few smart choices and strategic moves, can transform you from a run-of-the-mill rider into a good one. How does Denny Emerson know what makes a good rider? For one thing, he is one—he is the only rider in the world to have won both a gold medal in international eventing and a Tevis Cup buckle in endurance. Plus, he's been around great riders, and taught those on their way to becoming great, for over 40 years. How will what Denny knows help you become a good rider? He's boiled the whole thing down into seven broad "Areas of Choice" that determine whether you are a "gonnabe" or whether you'll be stuck in the "wannabe" category for decades. Examine how your choice of riding sport may or may not be the best for who you are and where you live. Find out how those frustrating hurdles known as "life circumstances" don't necessarily hold you back like you think they do. Learn how to build a strong support team by winning people to your cause and choosing the right teachers and mentors. Analyze your physical self (your body, how it is formed and how you care for it) and your intellectual self (your "horse smarts" and how you are adding to them or not) and apply the results to your "gonna-be-good" equation. Take a good hard look at your partner—your horse—and think critically about his ability to help you attain your riding goals. Discover the nine key character traits of successful riders and how you can learn to call each one of them your own. Along the way you'll read the stories of 23 of the world's top riders from different disciplines and sports—including dressage, reining, driving, show jumping, endurance, hunter/jumper, and eventing—and how they "got good" despite the same kinds of challenges and setbacks you face in your own day-to-day riding. You'll get an inside look at their path to success, as well as their very best tips for how to "make it" in the horse industry.

Reproduction of the original: *A New Illustrated Edition of J.S. Rarey's Art of Taming Horses* by J.S. Rarey

**Lined Travel Journals For Kids & Adults** Our 6x9 blank travel journals are perfect for the backpack camping or in the car for those family road trips. Makes notes on what you loved, wouldn't do again and the best places to eat. With just lines inside you have complete freedom to fill it how you want. You can even paste in pictures that are 5x7 to keep those memories alive. Grab your whole family a travel journal each and enjoy the vacation.

**SHORTLISTED FOR THE FINANCIAL TIMES & MCKINSEY 2020 BUSINESS BOOK OF THE YEAR** One of Fortune Best Books of the Year One of Inc. Best Business Books of the Year One of The Times (UK) Best Business Books of the Year A New York Times Book Review Editors' Choice From an Oxford economist, a visionary account of how technology will transform the world of work, and what we should do about it From mechanical looms to the combustion engine to the first computers, new technologies have always provoked panic about workers being replaced by machines. For centuries, such fears have been misplaced, and many economists maintain that they remain so today. But as Daniel Susskind demonstrates, this time really is different. Breakthroughs in artificial intelligence mean that all kinds of jobs are increasingly at risk. Drawing on almost a decade of research in the field, Susskind argues that machines no longer need to think like us in order to outperform us, as was once widely believed. As a result, more and more tasks that used to be far beyond the capability of computers – from diagnosing illnesses to drafting legal contracts, from writing news reports to composing music – are coming within their reach. The threat of technological unemployment is now real. This is not necessarily a bad thing, Susskind emphasizes. Technological progress could bring about unprecedented prosperity, solving one of humanity's oldest problems: how to make sure that everyone has enough to live on. The challenges will be to distribute this prosperity fairly, to constrain the burgeoning power of Big Tech, and to provide meaning in a world where work is no longer the center of our lives. Perceptive, pragmatic, and ultimately hopeful, *A World Without Work* shows the way.

The first two volumes in the series complement each other. One focuses on how horses behave and learn (ethology) while the other addresses how they move (biomechanics). Understanding and establishing cross species communication is the basis for all the work in the first book. The second book covers the next step in schooling the horse, using lungeing to develop the horse's physical strength and coordination so they can carry us around without injuring themselves. Integrating the over looked and truly remarkable findings from the last few decades of research into the biomechanics of the horse's back and nervous system with the long-standing practice of lungeing develops the horse's strength and coordination so they can carry a rider without damaging themselves. Circle walking exercises for humans helps them to understand and communicate with their horses. Keywords – Lunge, Horse Back, Hindquarters, Soft Tissue, Lungeing,

Lungeing Stress, Whips, Trotter, Galloper, Lunge Equipment, Surcingle, Ground Driving, Problem Solving, Stable, Horse, Ground Training, Horsemanship, Equine, Rider, Schooling Your Horse, Horse Training

"How to communicate with horses" is a book for horse owners, riders, and trainers and for everyone who wants to communicate with his equine partner. The purpose of this guide is to "listen" and "talk" better to horses. We focus on how horses use body language to express their needs and emotions and on the importance of riders' non-verbal communication. The book has three parts: In Part One, we talk about the horse body. We analyze how he uses different body parts, the signals he sends, and how we can interpret them, taking into account different contexts and circumstances. In Part two, we look at the most common mental, physical, and emotional states and how we can recognize them in domestic horses. We study the behavior of the aggressive, relaxed, depressed, curious, happy, focused, playful, anxious, and fearful horse. Part three is dedicated to the rider's non-verbal language. How he uses his body, in groundwork and in the saddle, to communicate with the horse. Customer ratings of the Italian edition Amazon Customer - 5 stars out of 5 stars - Understanding horses - Reviewed January 29, 2019 - Book easy to read and fascinating explanation of horse psychology. You can learn to improve the relationship with the horse and interpret his language. Rita 5,0 out of 5 stars - Highly Recommended! Reviewed November 21, 2018. Book suitable for novice riders, it is well written and with insightful and straightforward explanations. For pros an extra support. Alice - 5,0 out of 5 stars - Great insights, simple yet exhaustive - Reviewed July 26, 2018. A fascinating read. The language is simple, clear, and it encompasses many topics, not only about the horse. Great how the book looks in-depth human nature, interesting the last part when it talks about our energy and how it influences the relationship with our horse. Rosanna 5 out of 5 stars - Read the horse through the eyes of love - Reviewed December 19, 2018. The author's sensitivity, the vast and in-depth knowledge of the horse. The objectivity of horse behavior and the emotions that can transmit. Its simplicity is the expression of fluidity and, most of all, of humility. Amazon customer - 5 out of 5 stars - How to communicate with the horse - Reviewed December 11, 2018. Well written book, understandable and helpful information. Recommended for those who want an authentic dialogue with the horse.

Antimicrobial resistance (AMR) is a global problem with extremely complex epidemiology involving the direct and indirect transmission of antibiotic resistant pathogens and mobile genetic elements between humans, animals, and the environment. AMR is, therefore, recognized as a 'One Health' issue. Data that describe AMR prevalence and trends are required to enable the judicious and prudent use of antimicrobials in animals, which has implications both from veterinary and animal welfare aspects as well as from a zoonotic and public health perspective. Horses are a potential reservoir of AMR for humans due to close human–animal contact, as was demonstrated with shared human and horse methicillin-resistant *Staphylococcus aureus* (MRSA) strains causing outbreaks in equine hospitals. Extended-spectrum beta-lactamase-producing Enterobacteriaceae, considered as clinically and economically important to the AMR burden in human and veterinary medicine, has been reported in both community and clinic equine populations. Strains of Enterobacteriaceae pose a major worldwide threat due to the geographical expansion of ESBL-producing clones as well as the horizontal interspecies dissemination of ESBL-encoding plasmids and genes. In human medicine, ESBL-E infection is associated with increased morbidity, mortality, length of hospital stay, delay of targeted appropriate treatment, and higher costs. These issues also need to be addressed in horses. This Special Issue on AMR in horses encompasses several papers that describe the prevalence, risk factors, and molecular data on MDR bacteria in healthy horses in Canada, Japan, Spain, and Israel, in addition to papers that describe the clinical impact of MDR bacteria in diseased horses in Austria, USA, France and Israel.

How do we learn to risk, to trust, to pursue wholeness and excellence—to run with the horses and live life at its best? In a series of profound reflections on the life of Jeremiah the prophet, Eugene Peterson explores the heart of what it means to be fully and genuinely human. This special commemorative edition includes a new preface from Peterson's son and a six-session Bible study guide.

So you want a pony? A miniature horse might just be the right pet for you! But before you bring one home, make sure you have the space, time, and know-how to care for a miniature horse. Learn the ins and outs of what it takes keep a pet miniature horse.

A radical and challenging book which argues that artificial intelligence needs a completely different set of foundations, based on ecological intelligence rather than human intelligence, if it is to deliver on the promise of a better world. This can usher in the greatest transformation in human history, an age of re-integration. Our very existence is dependent upon our context within the Earth System, and so, surely, artificial intelligence must also be grounded within this context, embracing emergence, interconnectedness and real-time feedback. We discover many positive outcomes across the societal, economic and environmental arenas and discuss how this transformation can be delivered. Key Features: Identifies a key weakness in current AI thinking, that threatens any hope of a better world. Highlights the importance of realizing that systems theory is an essential foundation for any technology that hopes to positively transform our world. Emphasizes the need for a radical new approach to AI, based on ecological systems. Explains why ecosystem intelligence, not human intelligence, offers the best framework for AI. Examines how this new approach will impact on the three arenas of society, environment and economics, ushering in a new age of re-integration.

Horses are perhaps the most common non-human animal to feature in planned events, but although there is considerable research on equestrian sport, there is virtually none on equestrian events. This book begins to address this gap, using the National Championships of the Icelandic Horse as an extended case study to explain in depth the process of managing an event, as well as the larger theoretical implications of events management. Drawing on diverse viewpoints and theoretical perspectives, the book draws wider comparisons to connect events management to larger themes in the social sciences, such as human-animal relations; nationalism; place branding; event impacts; event experience; and inclusion and exclusion. The book is a contribution to two fields. In relation to human-animal studies, it focuses on how the Icelandic horse breed is marketed and celebrated through top-tier competition; whereas from an events management perspective, it considers the role of the event in community building, the practical and theoretical aspects of running a sustainable equestrian event, and the issues that arise in multispecies event contexts.

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