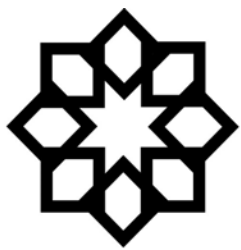




The Road to the Future: Education for Creative Adaptation



Institute for the Study of Human Knowledge
2014 Annual Report



CONTENTS

- 3 **Message from the President**
- 4 **Key Accomplishments in 2014**
- 5 **Hoopoe Books**
- 5 **eBooks & The Idries Shah Foundation**
- 6 **A New Book on Spirituality**
- 7 **Share Literacy:** Quality Books for Children in Need
- 9 **Books for Afghanistan:** Repatriation of Traditional Teaching-Stories to Aid Literacy
- 11 **Books for Pakistan:** Traditional Teaching-Stories help spread Literacy
- 12 **Continuing Education for Psychologists**
- 12 **CME for Physicians**
- 13 **The Human Journey:** How We Got here, Where We're Going
- 14 **Malor Books**
- 14 **ISHK Administration Changes**
- 15 **Officers, Board of Directors, Advisors, and Contributors**

Our Mission

Humanity now needs to adapt to a world that is far different from that of the past. A primary need at this critical point in human history is to understand our human nature. If we know who we are, how human beings evolved, what our possibilities and weaknesses are, we might correctly assess what we can change, adapt, and create, so that humanity and the planet thrive.

It is the mission of ISHK to gain such insight through the investigation of humanity's biological and cultural evolution and to communicate new understanding in the human sciences to both professionals and the culture at large through symposia, curricula development, workshops and publications.



**We have now
provided over
4 million Hoopoe
Books to the
children of
Afghanistan!**

Message from the President



For 17 years, Hoopoe Books has provided Idries Shah's stories to children, mostly in the United States, Canada, Afghanistan and Pakistan. We have now distributed more than 650,000 books in the United States, over 110,000 books in Pakistan, and over 4 million books to children in Afghanistan. You can read more about the way literacy is supported by Hoopoe Books' programs later in this report.

As I mentioned in my letter at the end of last year, the Idries Shah Foundation (ISF) has now taken over worldwide distribution of Shah's works, and plans to provide online and new editions over the next six years. In the interim Shah's Octagon preparatory reading materials can be read online via Google Books, since the Octagon Press is no longer in business. This means that once our existing inventory is depleted, we will cease to distribute Octagon Books in the US and Canada, but we will continue to promote Shah's works through our websites and publications.

In 2014 we made progress towards an online system for all the Institute's programs. Our online continuing education courses in psychology and medicine continue to rate very highly, as confirmed by the APA. One of the most exciting of our projects is the Human Journey website (www.humanjourney.us) which provides a vehicle through which we can communicate the most recent and compelling research and ideas to the general public on our human nature, its strengths, weaknesses and problem-solving abilities.

Once again, we could not have accomplished these projects without the help of The Will J. Reid Foundation who has supported our work for more than a dozen years, as well as the help of many generous donors and extraordinary volunteers around the country and the world -- all who aim to maintain the mission of ISHK to allow us all to change, adapt and care for ourselves and the planet on which we all live.

Robert Ornstein, Ph.D.
President

Key 2014 Accomplishments

Thanks once more to the generous support of The Will J. Reid Foundation (WJRF), who have supported us now since 2002, and to the generous donations and volunteer services from so many individuals, we were able to achieve significant advances in 2014.

HOOPOE BOOKS: We continue to work on creating Hoopoe Books for Amazon Kindle and for the iPad to give further exposure to our books and ensure that Shah's wonderful Teaching-Stories for children stay available into the future and to make the *All About Me* books available for iPad and Kindle. We will introduce two new Hoopoe books in 2015.

SHARE LITERACY: We continued our program through strategic book and teacher materials placement in more than over 60 programs around the USA, as well as in Canada and Mexico.

BOOKS FOR AFGHANISTAN: Thanks to the help and generosity of our supporters, we have now distributed over 4 million Hoopoe books in Dari-Pashto and English since January 2007 when we began our program. In collaboration with The Asia Foundation and the Public Library Directorate, this year we have provided 11,000 of each of our Dari-Pashto titles to the Minister of Education's Mobile Library Service.

BOOKS FOR PAKISTAN: We have printed 60,000 English-Urdu editions of Hoopoe books and have just started distributing 3,000 each of the Urdu-Pashto editions for the Afghan-Pakistan border region. At the request of our partners, Alif Laila Book Bus Society, we are currently producing Shah's ten titles in Urdu-Sindhi bilingual editions.

eBOOKS NEWS: In addition to adding Hoopoe Books for Kindles and iPads, we continued to make most Malor Books available as eBooks. The Idries Shah Foundation (ISF) will continue making all of Shah's work available in eBook format.

CE@HOME: This year, we've added more titles on happiness, empathy, and more work on religion, higher consciousness and spirituality.

CME FOR PHYSICIANS: We began this program in 2012 and with it the opportunity to broaden the base of information relating to physician practice.

THE HUMAN JOURNEY: We have added many new sections to this site, including the Harappa civilization, and expanded sections on Mesopotamia and much more. We have added to our Human Journey Bookstore. We continue to develop "The Fourth Section - The Road to the Future" to offer a new analysis on how a sustainable future might be achieved.

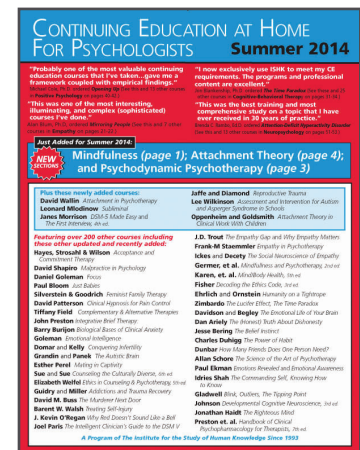
ISHK ADMINISTRATION: After almost 30 years, and thanks to our hard-working Book Service staff, we closed the "Richdale" office and moved our stock to a smaller storage facility in Salem MA. This year, we began to reduce the remaining stock of Octagon Press and Idries Shah works by making them available to our readers at substantially reduced prices. ISF has closed down Octagon Press and has made many Shah titles available as eBooks.



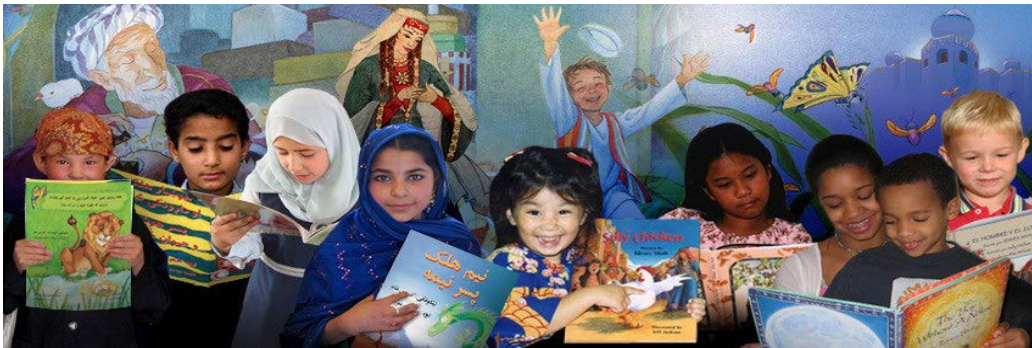
Share Literacy has provided 650,000 books to children's programs since 2000 (this is a childcare classroom in Virginia)



Books for Pakistan program now has printed 60,000 Urdu-English titles



ISHK Continuing Education programs added essential new courses



Again, thanks to Jonathan Russell, Leslie Morgan and Jody Scott, we continued our work on creating Hoopoe Books for Amazon Kindle and for the iPad to give further exposure to our books and ensure that Shah's wonderful Teaching-Stories for children stay available into the future and to make the *All About Me* books available for iPad and Kindle.

New Hoopoe Titles

We are continuing the development of two new Hoopoe titles to be published in 2015: *THE STRANGER'S FAREWELL* illustrated by Marie LaFrance and *THE WISDOM OF AHMAD SHAH* illustrated by Natasha Delmar. Both titles are retellings of traditional tales, written by the Afghan storyteller and early childhood teacher Palwasha Salam.

Facebook, Twitter and YouTube:   

Thanks to Leslie Morgan, Hoopoe continues to update our Facebook and YouTube sites. Follow us there to get the latest news for Hoopoe Books, Books for Afghanistan, Books for Pakistan, and Share Literacy!



Images from *The Stranger's Farewell* & *The Wisdom of Ahmad Shah* © ISHK, 2015.

eBooks and The Idries Shah Foundation

In order to give further exposure to our books and ensure that Shah's wonderful Teaching-Stories for children stay available into the future, Hoopoe Books has made substantial progress this year in establishing Kindle and iPad editions which are planned to be released in 2015. Malor Books has over half its publications available on Kindle, and will continue to publish more in 2015.

In 2013, we were all very pleased to learn of the new steps that are planned to promote and revive interest in the work of Idries Shah by the **Idries Shah Foundation (ISF)** (www.IdriesShahFoundation.org). Their plan is that over the next few years, all of Shah's work will be made available online in English and other languages. This year, the ISF published a special 50th Anniversary edition of Shah's seminal work *The Sufis*. In the USA, a paperback edition, published by Anchor Books, is still available.

A New Book on Spirituality

God 4.0



The book will cover what we'll call the "Gods 1 - 3.0," from shamanism in the most ancient human relics of the Paleolithic 30,000 years ago and the revolutions in the Neolithic, to the Axial Age 2,500 years ago, and to the development of the modern major religions. But these "modern religions" are all thousands of years old. They are based on living in a much different world than ours, where the awe of nature was present, where many events, from floods to earthquakes to storms to ancestors appearing in dreams, all lacked any explanation.

With the discoveries after the second world war in paleontology, in the uncovering of ancient religious texts in the Christian and Jewish traditions, and, most importantly, the rise of brain and psychological science, we are now in a position to understand the true nature of transcendence, devoid of the ancient trappings.

There are many new discoveries contained: why people all over the world isolate themselves to seek higher knowledge, undergo extremes of cold, heat, physical endurance, why shamans all over the world speak of their "death" or "flight," even dismemberment, although they remain, of course, intact; why the spiritual impulse was instrumental in the development of agriculture and a settled society, not the other way around; why we find our "gods" "on high," and even astronauts have often reported spiritual experiences; why all societies have a tiered cosmos; why our mirror neuron system allows us to connect with others; the reason "virtues" such as humility, generosity, gratitude and service are linked to consciousness is that they all direct attention away from the self. And current brain research has found the area where all the information we assemble about the self connects, and it is de-activated when we have extended consciousness.

For over 45 years ISHK has worked to connect science and spirituality and worked to "broaden the basis of information available to the general public," as Idries Shah wrote. The main message of *God 4.0* is that the human mind is set up, evolved, for transcendence, and this ability has formed the basis of human society: the ability to connect with others, to go beyond our inheritance, to merge individual identity into a larger group. This function provides the basis for a belief in God, or "higher" knowledge. Above all, our ability to learn how we can now go forward in a new understanding of ourselves, and combine the two most important and conflicting strains in human thought: science and spirituality.

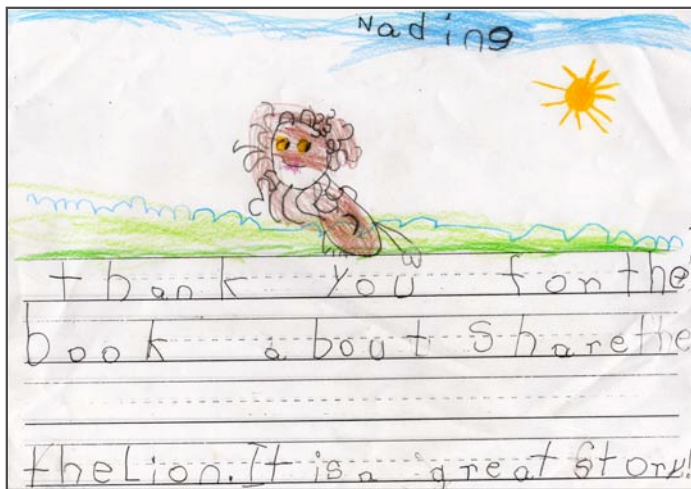
Share Literacy - www.shareliteracy.org

Since we started Share Literacy in 2000, we've distributed over 650,000 books to schools, youth programs, homeless shelters, hospitals & clinics, and community service centers, etc. Many organizations, some of which are listed on the next page, depend on our help every year to brighten up the lives of the children they serve. Educators around the country continue to use our excellent standards-aligned teacher lesson plans available as free downloads on the HoopoeKids.com site.

For the last 13 years, with the help of donors and volunteers we have given Hoopoe books and kits in English and Spanish-English bilingual editions as holiday gifts for young children in shelters and in schools serving at-risk children throughout the country. This holiday season, with the help of volunteer Share Chapters in California, Washington D.C., and Massachusetts, we **exceeded our goal by donating 17,754 books - 2,662 of which were Home Literacy Kits**. Each kit contained a Hoopoe story by Idries Shah, an audio version of the story, and a *Read Together* Newsletter giving tips and advice to parents on reading regularly with their children. And thanks to ICE volunteers in Canada (www.iceeducation.org), Share has also provided books to children in Canada and Mexico.

**THANKS TO OUR SUPPORTERS,
17,754 UNDERSERVED CHILDREN RECEIVED
A HOOPOE BOOK AS A HOLIDAY PRESENT!**

San Francisco Bay Area Chapter – 5,978 children received books and/or Home Literacy Kits. Thanks to Kaelen and Kizuki Russell and their friends, 2,662 Hoopoe Home Literacy kits were assembled over 2 weekends, each one containing a book, a CD version of the story and a *Read Together* newsletter



containing activities and advice on reading regularly with children for parents and caregivers.

Washington DC Chapter – Working with a dozen schools and early-childhood programs in Colorado, Virginia, Maryland and Washington DC, Share Literacy volunteers in the Baltimore-Washington area and Boulder CO, provided 6,876 Hoopoe books and over 1,000 Hoopoe CDs to disadvantaged children.

Massachusetts Chapter – 4,900 books were distributed to children.

"Holiday seasons can be tough for our clients as it often reminds them that they have been separated from their families or even forgotten. However, your gesture of fulfilling their 'wish' extends beyond a gift--it reminds them that there are people who care about them..."

Nira Singh, Psy. D., Program Director, Refugee Foster Care, Catholic Charities of Santa Clara County



Children in Berkeley CA assembling 2,662 Hoopoe Home Literacy Kits for the 2014 Holiday Season give-away

Share Literacy (Continued)

60 Schools and/or Family Organizations Received Books in 2014.

Abby's House, Worcester, MA
 Alum Rock Union Elementary School District, San Jose, CA
 Barbara Chambers Children's Center, Washington, DC
 Boys & Girls Club of Dorchester, MA
 Broad Acres, Fairland, New Hamp. Est. & Roscoe Nix Sch., Silver Spr., MD
 CampFire USA, Long Beach, CA
 Catholic Charities Refugee Resettlement Prog., San Jose, CA
 Community Academy Public Charter Schools, Washington, DC
 Doris Santiago, Literacy Activist and Volunteer, Dundee, FL
 Ecumenical Hunger Program, East Palo Alto, CA
 Edgewater Elementary School, Edgewater, MD
 El Dorado Elementary School's ROCK program, San Francisco, CA
 Fairfax Futures, Fairfax, VA
 Family Giving Tree, Milpitas, CA
 Family Supportive Housing, San Jose, CA
 Head Start Programs: Falls Church VA; Martinsburg WV; Union WV
 Heading Home, Charlestown, MA
 Hildebrand Family Self-Help Center, Cambridge, MA
 Homeless Prenatal Program, San Francisco, CA
 Horizons for Homeless Children, Boston
 ICE, Canada (distributed inside Canada, Afghanistan and Mexico)
 I Have a Dream Foundation, 4 programs in Longmont & Boulder, CO
 Literacy Council of Northern Virginia, Falls Church, VA
 Loma Vista Immersion Academy, Petaluma, CA
 Loudoun Literacy Council Head Start, Leesburg, VA
 Ludlow-Taylor Elementary School, Washington, DC
 Our Place Center for Homeless Children, Cambridge, MA
 Reach Potential, Gateway, Jr. Giants Sunnyvale CA Police Youth Progs.
 Boston Reach Out & Read Progs. in 3 hospitals or clinics
 ReadBoston, Boston, MA
 Reading Bonanza, East Palo Alto, CA
 RESPOND, Somerville, MA
 Ridgecrest Elementary School, Hyattsville, MD
 Samaritan House, San Mateo, CA
 Shona House, Washington, DC
 Sleep Train Foster Kids Program, Palo Alto, CA
 Somerville Homeless Coalition, Somerville, MA
 Southeast Family Services, New Bedford, MA
 St. Ambrose Family Inn, Dorchester, MA
 St. Mary's Center for Women and Children, Dorchester, MA
 St. Vincent de Paul, Oakland, CA
 Teach for India, McLean, VA
 Transition House, Cambridge, MA
 Wincester Family Health Center, Wincester, VA
 YMCA Emergency Shelter, Cambridge, MA



"Thank you for reaching out to us through the Hoopoe Share Literacy program. Many of the books have already been distributed, and the rest will make their way to families' homes soon; they are in high demand... This is so wonderful!"

**Jill C. Dagilis, Exec. Director,
Worcester Community Action
Council, Worcester, MA**

"As we strive to become good readers and to learn English, please know that you have made a very special difference in the lives of happy children. We first read the book aloud in class, and then they took home their own treasured copy. Their eyes were big and bright, their smiles were wondrous, and their excitement was 'priceless'..."

**Dennis Monlux, Kindergarten
Teacher, Dorsa Elementary
School, Alum Rock Unified
School District, San Jose, CA**



From a student who read *Neem the Half-Boy* in Camp Fire USA's WRAP After-School Program.



Thank you for the books you send our students year after year. It brings so much happiness and smiles to each and every one of them.

*Sincerely,
May Tolia
Fusion Montessori Academy*

Books for Afghanistan - www.booksforafghanistan.org

This project was conceived back in 2005 and implemented in 2007 as a way to 'repatriate' the Hoopoe stories collected by Idries Shah, providing them in book form for the children of Afghanistan as an aid to literacy.



OVER 4 MILLION BOOKS DONATED TO CHILDREN IN AFGHANISTAN!

Thanks to the generosity of our supporters, we have now distributed over 4 million Hoopoe books in Dari-Pashto and English since January 2007 when we first obtained the Afghan Ministry of Education (MOE) approval to provide these books and began our program.

This year we produced new editions of the ten Dari-Pashto Hoopoe titles by Idries Shah, this time with each language in a different color so that children can more easily recognize their own. In addition, this year **we were able to print and donate another 100,000 books to the Asia Foundation for the Ministry of Education's Mobile Library Service!** These libraries, each furnished with hundreds of books, will travel to schools in at least 10 provinces, encouraging the reading and writing skills of all students, and educating them about the importance of reading. Idries Shah's wonderful children's stories will help in this and inspire a love of reading, which is so important. The Library staff will work with the school Shura, parents and administrators to raise everyone's awareness of the importance of reading and how to create an environment in schools in which children are encouraged and motivated to read.



The Public Library Director hands out Hoopoe Books to students in Jalalabad.



Our 10 Dari-Pashto, English books and teacher guides are now included in the *Darakht-e Danesh* ("knowledge tree") Online Library for Afghan Educators which was launched in Kabul on October 28. This is the first collection, created by Canadian Women for Women in Afghanistan, of open education materials for under-resourced Afghan teachers, teacher trainers, school administrators, and other education practitioners. A major impediment to quality education in Afghanistan is the lack of local language educational resources for both teachers and students. This online library will be an enormous help for those many schools which do

not have libraries and lack teaching resources, particularly in their own languages: Dari and Pashto.

In 2015 we will continue with our program to provide as many Afghan schoolchildren as possible with at least 10 beautiful books of their own, and hope also to ensure that many more libraries in Afghanistan have a Hoopoe set in their permanent collections.

Books for Afghanistan (Continued)



Children at Early Childhood Care and Development (ECCD) Centres and Child Friendly Spaces run by War Child UK in Herat Province hold copies of their very own Hoopoe Books. According to their teacher Jamila, storytelling has become one of the most popular activities amongst children at these centers. “The children are curious and ask many questions about the pictures and the story.”



Anna Williamson and her husband are educators working in Fayzabad, Badakhshan Province, in northern Afghanistan where they distribute our books to schools, including in the village of Khamchaan (above). Anna included this heartwarming note in her recent report:

‘I have also handed out some books to my neighbors and children of employees and they have all been thrilled to receive them. I was talking to one young neighbor girl about ten or eleven years old and asked her what her favorite subject was in school and she said eagerly “Dari, where we read stories! Do you have any books I could read?” I just happened to have some of your Hoopoe books on hand and gave her some the next time I saw her family. Her mother later said that she reads them non-stop until it is time to go to sleep!’

Books For Afghanistan Website (www.booksforafghanistan.org) & Newsletters: Our website allows readers to find opportunities to donate easily and to purchase gift cards and greetings cards to use all during the year – and 100% of each gift going towards the print and distribution cost of books for Afghan children. The site also has great ideas for fundraising including an excellent informational film produced by Gerry Cullen and available in UK and USA formats, a PowerPoint presentation, flyers and posters – all downloadable. We maintain a large database of supporters who receive informative periodic newsletters on our progress.



In October, local volunteers took time to represent our program at the Afghan Arts and Culture Festival in Rosslyn VA.



Afghan girls enjoying their copies of *The Old Woman and the Eagle*.

Books for Pakistan - www.hoopoekids.com/pakistan.htm

This year we have printed 60,000 English-Urdu editions of Hoopoe books, and we've made a small start in providing books to children in the Khyber Pakhtunkhwa (KPK) region. Our goal is to print and distribute a further 100,000 books in the Afghan-Pakistan border regions by the Spring of 2015.

At the request of our partners, Alif Laila Book Bus Society, we are currently producing Shah's ten titles in Urdu-Sindhi bilingual editions. The province of Sindh has as its capital Karachi, which is also Pakistan's largest city and the home of our current printer. Sindh's first known village settlements date as far back as 7000 BCE and eventually blossomed into the Indus-Sarasvati Civilization also known as Harappa.

To date, **we have printed and will shortly have distributed 115,000 books in Pakistan** and will print and distribute more just as soon as we have the funds to do so.



This year, three sets of our 10 Hoopoe titles in Urdu-English editions were donated to each of the 17 homes for abandoned children run by the Edhi Foundation (<http://www.edhi.org/about-us/about-edhi-foundation>).

The homes are in Multan, Peshawar, Lahore, Karachi and Islamabad. Founded by Abdul Sattar Edhi in 1949, this amazing foundation has, among other things, rescued over 20,000 abandoned infants, rehabilitated over 50,000 orphans and runs over three hundred and thirty welfare centers in rural and urban Pakistan which operate as food kitchens, rehabilitation homes, shelters for abandoned women and children and clinics for the mentally handicapped.

This year, Idara-e Taleem-o-Aagai (ITA) has distributed 250 of each of our Urdu-English books to emergency schools serving children from North Waziristan who have fled the Taliban and resultant offensive there and are now refugees in camps in Peshawar city and Bannu. Nearly one million people have fled the region – it's hard to imagine what they are going through. We will provide their children with positive stories, if we can.



Continuing Education at Home

CE FOR PSYCHOLOGISTS www.ishk-ce.com

For decades, this program under the leadership of Charles Swencionis, Ph.D., has provided information in areas that ISHK is concerned about to thousands of professional psychologists, to help these ideas filter into the mainstream. We've added important works such as Greene's *Moral Tribes*, Mischel's famous *The Marshmallow Test*, Staemmler's *Empathy in Psychotherapy*, and over five works on mind-body health to our list of offerings.

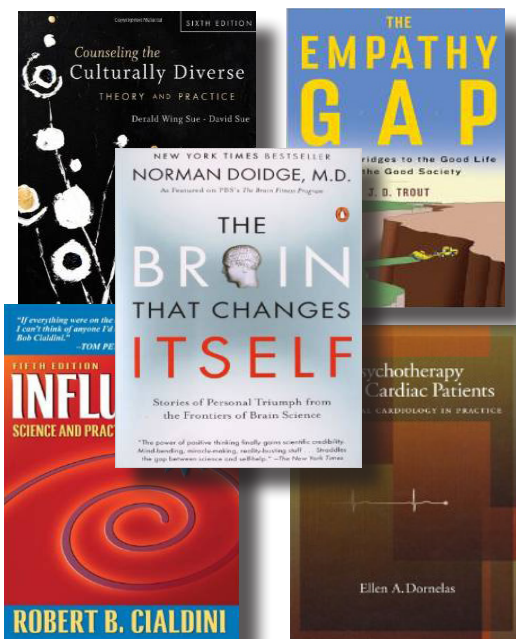
We are in the process of developing more titles on happiness, empathy, and more work on religion, higher consciousness and spirituality. Ratings for this program are very high, as confirmed by the APA, and it serves to educate professionals on new ideas about human nature. Our quarterly email mailings are proving to be successful in alerting more and more psychologists to our program, and to keep them up to date on our offerings.



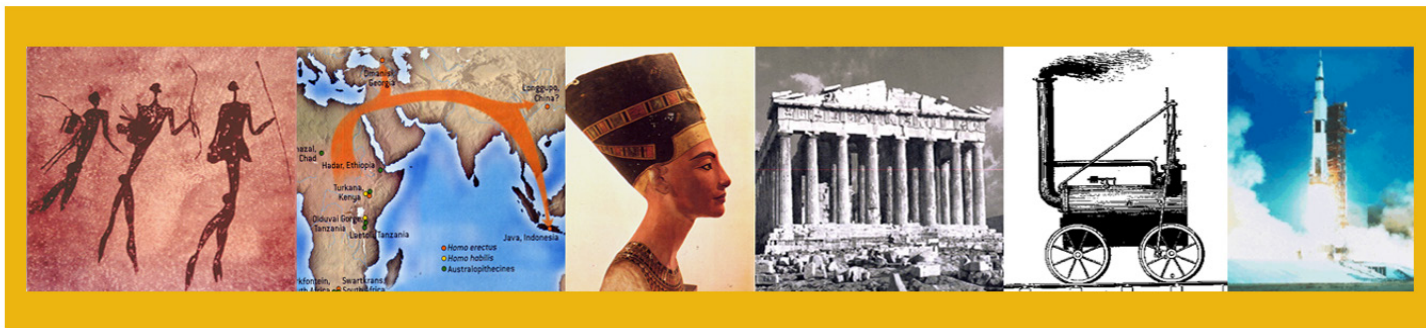
CME FOR PHYSICIANS

Thanks to the hard work of Margaret Caudill Slosberg, M.D., and to Rob Mancinelli for his web-development skills, this program further broadens the base of information, in this case, relating to physician practice. We've sent out another sampling of our offerings through our affiliate, Dartmouth-Hitchcock Medical Center and Dartmouth Medical School, and will continue to do so next year.

Our website for users is utilized and appreciated:
http://ishk.com/cehome2/psychology/html/continuing_med.php



The Human Journey - <http://humanjourney.us>



Since the end of last year, we have added many new sections to this site, including the Harappa: The Indus-Sarasvati civilization mentioned above in the Books for Pakistan section, and book reports of definitive works by major authors – such as *1493* by Charles C. Mann, *Lone Survivors: How We Came to be the Only Humans on Earth* by Chris Stringer, and *The Sixth Extinction: An Unnatural History* by Elizabeth Kolbert – along with revisions and updates. We’ve added many titles to our “Human Journey Bookstore.”

The Fourth Section – The Road to the Future: We have made progress with this section as well. There is now an “Introduction to Intercultural Understanding and Empathy” followed by two reviews of important books: *Thinking Big: How the Evolution of Social Life Shaped the Human Mind* by Robin Dunbar and *Social: Why Our Brains are Wired to Connect* by Matthew D. Lieberman. In 2015 we will continue to update and revise the site and, with the help of expert volunteers, will be developing three major topics: Health, Aid and Education for this section.

Our goal is to provide a new analysis on how and where a sustainable future might be achieved, and include an exploration of the different paths of energy use available. The usual analysis considers mainly items such as nuclear energy, renewables, nanopower, the use and problems of fracking. But behavioral changes, if instituted, can have a far greater effect than any and all sustainable sources of power. How we get to change is our next subject.

We invite our supporters, through our periodic emails, to visit the LATEST NEWS! sections for each quadrant from time to time and encourage them to send us works they may consider of interest for our website.



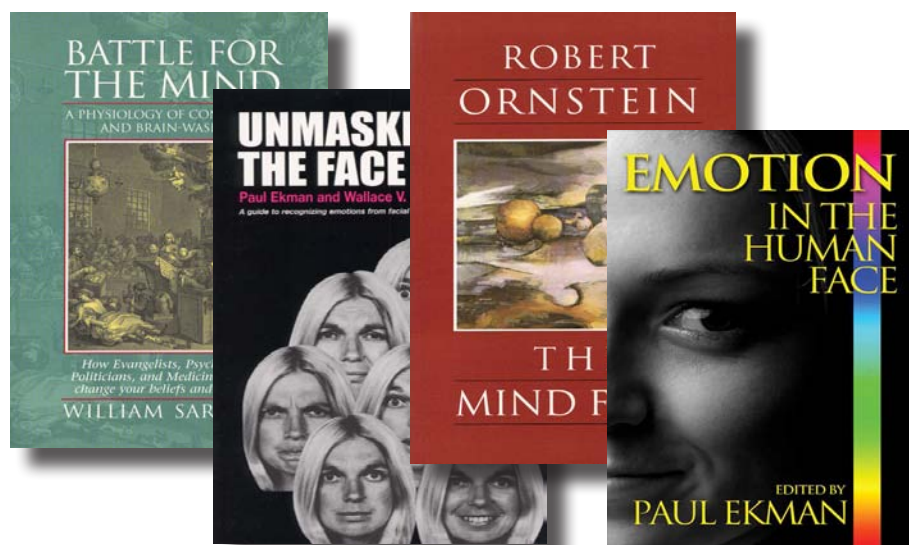
Snapshots from **The Human Journey Website** showing the Neolithic site of Mehrgarh, west of the Indus-Sarasvati flood plain; Ravi phase Harappan pottery approximately 3000 BCE; and an early Harappan female figurine with painted features.

Malor Books – www.malorbooks.com

ISHK's Malor Books imprint was launched in 1995 to keep seminal works in print that would otherwise not be available. Malor Books' publications are used in hundreds of university courses around the world.

In order to ensure that the information contained in these definitive titles remains available for future generations, Malor Books continued making works available through online stores. Amazon's Kindle, Google Books, and other eBooks sites now have many of the Malor Books in digital editions available for purchase. Libraries are able to purchase books through online distributors, such as Ingram and Folletts.

Most of the Malor Books are being converted to the more convenient and lower-cost "print-on-demand" option, which will help to speed up delivery to our distributors and keep warehousing costs to a minimum.



ISHK Administration Changes

In early 2014, after almost 30 years, and thanks to the hard work of Robin Eldridge and Tory Steuber, we have moved our book distribution office from Cambridge to Salem MA. We're moving towards a more online system for the Institute, which will enable both better communication and more of the funds to be spent on vital programs, as well as reduce our already low administrative costs.

We have begun to phase out our Octagon Press book distribution and have made our stock available to our readers at substantially reduced prices. As our inventory runs out, our book-buying customers will be encouraged to purchase Shah's titles online through stores such as Amazon and via Google Books from the ISF site.

Officers, Board of Directors, Advisors, and Contributors

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Treasurer:
Sally Mallam
Secretary:
Shane DeHaven

Board of Directors

Robert Ornstein, Ph.D.
Margaret Caudill Slosberg, M.D.,
Ph.D.
Shane DeHaven
Fredrik Bjork (ret.)
Sally Mallam
Jonathan Russell
Charles Swencionis, Ph.D.

Advisors and Collaborators

From 1969 to present, partial list:

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Rene Dubos
Paul Ehrlich
Edward T. Hall
Doris Lessing
Jonas Salk
Hans Selye
Idries Shah
Roger Sperry

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The Human Journey:
Robert Ornstein, Ph.D.

ISHK Imprints and Children's Literacy:
Sally Mallam

Grantors & Contributors

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Kaiser Permanente Community
Benefits Program
Ohio Children's Fund
Wells Fargo Foundation

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