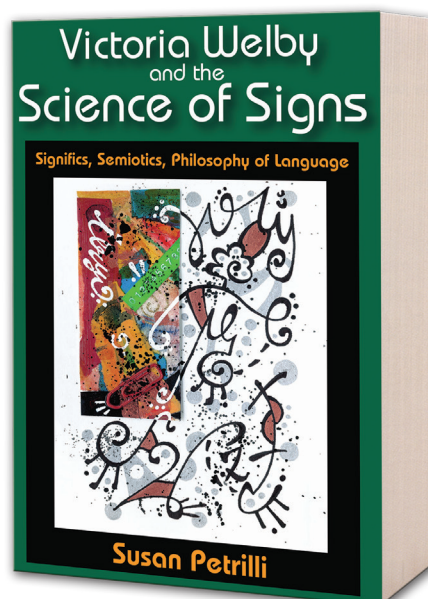


COMING SOON

Victoria Welby and the Science of Signs

Victoria Welby (1837–1912) dedicated her research to the relationship between signs and values. She examined themes she believed crucially important both in the use of signs and in reflection on signs. *Victoria Welby and the Science of Signs* discusses Welby's relationship to philosophers and semioticians past and present.

Welby contends that signifying cannot be constrained to any one system, type of sign, language, field of discourse, or area of experience. On the contrary, it becomes more developed, enhanced, and rigorous, the more it develops across different fields, disciplines, and areas of experience. Her reflections make **an important contribution to problems connected with communication, expression, interpretation, translation, and creativity.**



PRE-ORDER BY DECEMBER 1ST TO SAVE 30%!

ISBN: 978-1-4128-5492-4 (cloth) December 2014 355 pp. ~~\$69.95~~ \$48.96

Visit www.transactionpub.com and use coupon code **BN2014/WELBY** at checkout.

An eBook (978-1-4128-5537-2) version of this title will be available from Google Play, Amazon, Barnes and Noble, ebrary, EBSCOhost, and many other eBook vendors.

About the Author



Susan Petrilli is an associate professor at the University of Bari Aldo Moro, Italy. She is author of many books, including *Sign Crossroads in Global Perspective*, *Expression and Interpretation in Language*, and *The Self as a Sign, the World, and the Other*.



On the author's *Sign Crossroads in Global Perspective*:
“Susan Petrilli is a giant in the field and, like very few others, knows the global village is expanding in sign-based ways.”

—Marcel Danesi,
University of Toronto;
Editor-in-Chief, *Semiotica*

 **transaction**
Publisher of Record in International Social Science

To order, visit www.transactionpub.com or call (888) 999-6778 (toll-free in the US) or (732) 445-1245