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Chasing the Monster Idea

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Revolution in the Age of Social Media

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a comprehensive political and design theory of planetary scale computation proposing that the stack an accidental megastructure is both a technological apparatus and a model for a new geopolitical architecture what has planetary scale computation done to our geopolitical realities it takes different forms at different scales from energy and mineral sourcing and subterranean cloud infrastructure to urban software and massive universal addressing systems from interfaces drawn by the augmentation of the hand and eye to users identified by self quantification and the arrival of legions of sensors algorithms and robots together how do these distort and deform modern political geographies and produce new territories in their own image in the stack benjamin bratton proposes that these different genres of computation smart grids cloud platforms mobile apps smart cities the internet of things automation can be seen not as so many species evolving on their own but as forming a coherent whole an accidental megastructure called the stack that is both a computational apparatus and a new governing architecture we are inside the stack and it is inside of us in an account that is both theoretical and technical drawing on political philosophy architectural theory and software studies bratton explores six layers of the stack earth cloud city address interface user each is mapped on its own terms and understood as a component within the larger whole built from hard and soft systems intermingling not only computational forms but also social human and physical forces this model informed by the logic of the multilayered structure of protocol stacks in which network technologies operate within a modular and vertical order offers a comprehensive image of our emerging infrastructure and

a platform for its ongoing reinvention the stack is an interdisciplinary design brief for a new geopolitics that works with and for planetary scale computation interweaving the continental urban and perceptual scales it shows how we can better build dwell within communicate with and govern our worlds thestack.org

the public intellectual as a person and ideal has a long and storied history writing in venues like the new republic and commentary such intellectuals were always expected to opine on a broad array of topics from foreign policy to literature to economics yet in recent years a new kind of thinker has supplanted that archetype the thought leader equipped with one big idea thought leaders focus their energies on ted talks rather than highbrow periodicals how did this shift happen in the ideas industry daniel w drezner points to the roles of political polarization heightened inequality and eroding trust in authority as ushering in the change in contrast to public intellectuals thought leaders gain fame as single idea merchants their ideas are often laudable and highly ambitious ending global poverty by 2025 for example but instead of a class composed of university professors and freelance intellectuals debating in highbrow magazines thought leaders often work through institutions that are closed to the public they are more immune to criticism and in this century the criticism of public intellectuals also counts for less three equally important factors that have reshaped the world of ideas have been waning trust in expertise increasing political polarization and plutocracy the erosion of trust has lowered the barriers to entry in the marketplace of ideas thought leaders don't

need doctorates or fellowships to advance their arguments polarization is hardly a new phenomenon in the world of ideas but in contrast to their predecessors today's intellectuals are more likely to enjoy the support of ideologically friendly private funders and be housed in ideologically driven think tanks increasing inequality as a key driver of this shift more than ever before contemporary plutocrats fund intellectuals and idea factories that generate arguments that align with their own but while there are certainly some downsides to the contemporary ideas industry drezner argues that it is very good at broadcasting ideas widely and reaching large audiences of people hungry for new thinking both fair minded and trenchant the ideas industry will reshape our understanding of contemporary public intellectual life in america and the west

featured as a guardian long read a fast paced myth busting exposé max blumenthal author of the management of savagery contentious forceful salutary the new yorker everything we have been told about the democratic nature of the internet is a marketing ploy as the cambridge analytica scandal has shown private corporations consider it their right to use our data and by extension us which ever way they see fit tempted by their appealing organisational and diagnostic tools we have allowed private internet corporations access to the most intimate corners of our lives but the internet was developed from the outset as a weapon looking at the hidden origins of many internet corporations and platforms levine shows that this is a function not a bug of the online experience conceived as a surveillance tool by arpa to control insurgents in the vietnam war the internet

is now essential to our lives this book investigates the troubling and unavoidable truth of its history and the unfathomable power of the corporations who now more or less own it without this book your picture of contemporary society will be missing an essential piece of the puzzle a masterful job of research and reporting about the military origins of the world wide web and how its essential nature has not changed in the years since its creation during the cold war tim shorrock author of spies for hire

this is the most important and fascinating book yet written about how the digital age will affect our world walter isaacson author of steve jobs from two leading thinkers the widely anticipated book that describes a new hugely connected world of the future full of challenges and benefits which are ours to meet and harness the new digital age is the product of an unparalleled collaboration full of the brilliant insights of one of silicon valley s great innovators what bill gates was to microsoft and steve jobs was to apple schmidt along with larry page and sergey brin was to google and the director of google ideas jared cohen formerly an advisor to both secretaries of state condoleezza rice and hillary clinton never before has the future been so vividly and transparently imagined from technologies that will change lives information systems that greatly increase productivity safety and our quality of life thought controlled motion technology that can revolutionise medical procedures and near perfect translation technology that allows us to have more diversified interactions to our most important future considerations curating our online identity and fighting those who would do harm with it to the widespread political change that will transform the globe through

transformations in conflict increasingly active and global citizenries a new wave of cyber terrorism and states operating simultaneously in the physical and virtual realms to the ever present threats to our privacy and security schmidt and cohen outline in great detail and scope all the promise and peril awaiting us in the coming decades a breakthrough book pragmatic inspirational and totally fascinating whether a government a business or an individual we must understand technology if we want to understand the future a brilliant guidebook for the next century schmidt and cohen offer a dazzling glimpse into how the new digital revolution is changing our lives richard branson

they know everything about you is a groundbreaking expos of how government agencies and tech corporations monitor virtually every aspect of our lives and a fierce defense of privacy and democracy the revelation that the government has access to a vast trove of personal online data demonstrates that we already live in a surveillance society but the erosion of privacy rights extends far beyond big government intelligence agencies such as the nsa and cia are using silicon valley corporate partners as their data spies seemingly progressive tech companies are joining forces with snooping government agencies to create a brave new world of wired tyranny life in the digital age poses an unprecedented challenge to our constitutional liberties which guarantee a wall of privacy between the individual and the government the basic assumption of democracy requires the ability of the individual to experiment with ideas and associations within a protected zone as secured by the constitution the

unobserved moment embodies the most basic of human rights yet it is being squandered in the name of national security and consumer convenience robert scheer argues that the information revolution while a source of public enlightenment contains the seeds of freedom s destruction in the form of a surveillance state that exceeds the wildest dream of the most ingenious dictator the technology of surveillance unless vigorously resisted represents an existential threat to the liberation of the human spirit

an urgent reckoning with digital technology s fundamentally right wing legal and economic underpinnings in a timely challenge to the potent political role of digital technology cyberlibertarianism argues that right wing ideology was built into both the technical and social construction of the digital world from the start leveraging more than a decade of research david golumbia traces how digital evangelism has driven the worldwide shift toward the political right concealing inequality xenophobia dishonesty and massive corporate concentrations of wealth and power beneath the utopian presumption of digital technology as an inherent social good providing an incisive critique of the push for open access and open source software and the legal battles over online censorship and net neutrality cyberlibertarianism details how the purportedly democratic internet has been employed as an organizing tool for terror and hate groups and political disinformation campaigns as he unpacks our naively utopian conception of the digital world golumbia highlights technology s role in the advancement of hyperindividualist and antigovernment agendas demonstrating how silicon valley corporations and right

wing economists antiestablishment figures such as julian assange elon musk peter thiel edward snowden and mark zuckerberg and seemingly positive voices such as john perry barlow cory doctorow the electronic freedom foundation and wikipedia all have worked to hamper regulation and weaken legal safeguards against exploitation drawing from a wide range of thought in digital theory economics law and political philosophy as well as detailed research and golumbia s own experience as a software developer cyberlibertarianism serves as a clarion call to reevaluate the fraught politics of the internet in the hope of providing a way of working toward a more genuinely democratic and egalitarian future for digital technology this magisterial work insists that we must first understand the veiled dogmas from which it has been constructed retail e book files for this title are screen reader friendly

this the story of how a young man turned 25 into more than 200 schools around the world and the guiding steps anyone can take to lead a successful and significant life the author began working summers at hedge funds when he was just sixteen years old sprinting down the path to a successful wall street career but while traveling he met a young boy begging on the streets of india who after being asked what he wanted most in the world simply answered a pencil this small request led to a staggering series of events that took the author backpacking through dozens of countries before eventually leaving one of the world s most prestigious jobs at bain company to found pencils of promise the organization he started with just 25 that has since built more than 200 schools around the world this book chronicles the

author's journey to find his calling as each chapter explains one clear step that every person can take to turn your biggest ambitions into reality even if you start with as little as 25 his story takes readers behind the scenes with business moguls and village chiefs world famous celebrities and hometown heroes it is filled with compelling stories and shareable insights all proceeds from this book support pencils of promise

contemporary discussion surrounding the role of the internet in society is dominated by words like internet freedom surveillance cybersecurity edward snowden and most prolifically cyber war behind the rhetoric of cyber war is an on going state centered battle for control of information resources shawn powers and michael jablonski conceptualize this real cyber war as the utilization of digital networks for geopolitical purposes including covert attacks against another state's electronic systems but also and more importantly the variety of ways the internet is used to further a state's economic and military agendas moving beyond debates on the democratic value of new and emerging information technologies the real cyber war focuses on political economic and geopolitical factors driving internet freedom policies in particular the u s state department's emerging doctrine in support of a universal freedom to connect they argue that efforts to create a universal internet built upon western legal political and social preferences is driven by economic and geopolitical motivations rather than the humanitarian and democratic ideals that typically accompany related policy discourse in fact the freedom to connect movement is intertwined with broader efforts to structure global society in

ways that favor american and western cultures economies and governments thought provoking and far seeing the real cyber war reveals how internet policies and governance have emerged as critical sites of geopolitical contestation with results certain to shape statecraft diplomacy and conflict in the twenty first century

explains the multimodal connections of text image space body sound and speech in both old and new computer mediated communication systems

the revolutions sweeping the middle east in 2011 were unlike any that the world had ever seen now one of the key figures behind the egyptian uprising tells the inside riveting story of what happened and presents lessons for all of us on how to unleash the power of crowds

a comprehensive assessment and analysis of the validity trustworthiness and effectiveness of such environmental ratings as energy star leed and usda organic consumers are confronted with a confusing array of environmental ratings on products that range from refrigerators to shampoos is the information that these ratings represent trustworthy accurate or even relevant to environmental concerns information optimists believe that these green grades can play an important role in saving the planet information pessimists consider them a distraction from pursuing legislative and regulatory actions in this book graham bullock offers a comprehensive assessment and analysis of the effectiveness and validity of such environmental ratings as

energy star usda organic the forest stewardship council leed and the toxic 100 air pollutants index bullock stakes out a position as an information realist acknowledging both the contributions and the limitations of these initiatives drawing on interviews case studies and an original dataset of 245 environmental ratings and certifications he examines what he calls the information value chain of green grades organizational associations content methods interfaces and outcomes he explores the relevance of the information to the issues the legitimacy and accountability of sponsoring or cooperating organizations the reliability of methods used to develop the information the prominence and intelligibility of communication to the public and the effects and effectiveness of the information after it emerges from the value chain bullock's analysis offers a realistic appraisal of the role of information based environmental governance its benefits and shortcomings and its relation to other governance strategies

stand up it's the ultimate solo art form yet behind the scenes you will increasingly find the shadowy figure of a director for comics themselves and for those who support them this is the first book to give the director's perspective on creating and performing stand up comedy drawing on his own experience of directing stand up alongside speaking to comedians and their directors chris head produces a revealing perspective on the creative process comic persona writing stand up structuring material and delivering a performance directors interviewed include logan murray john gordillo and simon mcburney who between them have directed eddie izzard michael mcintyre milton jones lenny henry and french saunders with a foreword by bbc arts editor will

gompertz and contributions from many other interviewees including oliver double author of getting the joke this is the only book that goes all the way from one liners to theatre via comedy club sets and full length shows perfect for stand ups from newbies to pros students of comedy academics studying and teaching stand up and for directors themselves a director's guide to the art of stand up offers hundreds of inspiring practical insights and shows how creating the comedian's highly personal individual act can be a deeply collaborative process

the third edition of international communication examines the profound changes that have taken place and are continuing to take place at an astonishing speed in international media and communication building on the success of previous editions this book maps out the expansion of media and telecommunications corporations within the macro economic context of liberalisation deregulation and privatisation it then goes on to explore the impact of such growth on audiences in different cultural contexts and from regional national and international perspectives each chapter contains engaging case studies which exemplify the main concepts and arguments

while artificial intelligence ai robots bio technologies and digital media are transforming work culture and social life there is little understanding of or agreement about the scope and significance of this change this new interpretation of the great transformation uses history and evolutionary theory to highlight the momentous shift in human consciousness taking place only by learning from recent crises and rejecting technological determinism will

governments and communities redesign social arrangements that ensure we all benefit from the new and emerging technologies the book documents the transformations under way in financial markets entertainment and medicine affecting all aspects of work and social life it draws on historical sociology and co evolutionary theory arguing that the radical evolution of human consciousness and social life now under way is comparable with if not greater than the agrarian revolution 10000 bce the explosion of science philosophy and religion in the axial age 600 bce and the recent industrial revolution turning to recent major socio economic crisis and asking what can be learnt from them the answer is we cannot afford this time around to repeat the failures of elites and theoretical systems such as economics to attend appropriately to radical change we need to think beyond the constraints of determinist and reductionist explanations and embrace the idea of deep freedom this book will appeal to educators social scientists policy makers business leaders and students it concludes with social design principles that can inform deliberative processes and new social arrangements that ensure everyone benefits from the affordances of the new and emerging technologies

effective communication in business and commercial organizations is critical as organizations have to become more competitive and effective to sustain commercial success this thoroughly revamped new edition distils the principles of effective communication and applies them to organizations operating in the digital world techniques and processes detailed in the book include planning and preparing written

communication effective structures in documents diverse writing styles managing face to face interactions using visual aids delivering presentations and organising effective meetings in every case the authors consider the potential of new technology to improve and support communication with helpful pedagogical features designed to aid international students this new edition of a popular text will continue to aid business and management students for years to come additional content can now be found on the author s website rethinkbuscomm net

changing geopolitics of global communication examines the rapidly evolving dynamics between global communication and geopolitics as an intersection between communication and international relations it bridges the existing gap in scholarship and highlights the growing importance of digital communication in legitimizing and promoting the geopolitical and economic goals of leading powers one central theme that emerges in the book is the continuity of asymmetries in power relations that can be traced back to 19th century european imperialism manifested in its various incarnations from liberal to neo liberal to digital imperialism the book includes a discussion of the post cold war us led transformation of the hardware and software of global communication and how it has been challenged by the rise of the rest especially china other key issues covered include the geopolitics of image wars weaponization of information and the visibility of discourses emanating from outside the euro atlantic zone the ideas and arguments advanced here privilege a reading of geopolitical processes and examples from the perspective of the global south written by a leading scholar of global

communication this comprehensive and transdisciplinary study adopts a holistic approach and will be of interest to the global community of scholars researchers and commentators in communication and international relations among other fields

this book presents a framework to reconceptualize internet governance and better manage cyber attacks it examines the potential of polycentric regulation to increase accountability through bottom up action it also provides a synthesis of the current state of cybersecurity research bringing features of cyber attacks to light and comparing and contrasting the threat to all relevant stakeholders throughout the book cybersecurity is treated holistically covering issues in law science economics and politics this interdisciplinary approach is an exemplar of how strategies from different disciplines as well as the private and public sectors may cross pollinate to enhance cybersecurity case studies and examples illustrate what is at stake and identify best practices the book discusses technical issues of internet governance and cybersecurity while presenting the material in an informal straightforward manner the book is designed to inform readers about the interplay of internet governance and cybersecurity and the potential of polycentric regulation to help foster cyber peace

a real world introduction to advertising design and art direction updated and revised for today s industry the newly revised fourth edition of advertising by design generating and designing creative ideas across media delivers an invigorating and cutting edge take on concept generation art direction design and media

channels for advertising the book offers principles theories step by step instructions and advice from esteemed experts to guide you through the fundamentals of advertising design and the creative process with a fresh focus on building a coherent brand campaign through storytelling across all media channels advertising by design shows you how to conceive ideas based on strategy build brands with compelling advertising and encourage social media participation you ll also get insights from guest essays and interviews with world leading creatives in the advertising industry the book is filled with practical case studies that show real world applications you ll also benefit from coverage of a quick start guide to advertising a thorough introduction to what advertising is including its purpose categories forms media channels social media listening and its creators creative thinking strategies and how to generate ideas based on creative briefs utilizing brand archetypes and creating unique branded content composition by design including the parts of an ad the relationship between images and copy basic design principles and points of view how to build a brand narrative in the digital age copywriting how to s for art directors and designers experiential advertising an examination of digital design including subsections on the basics of mobile and desktop website design motion digital branding and social media design perfect for students and instructors of advertising design art direction graphic design communication design and copywriting advertising by design also will earn a place in the libraries of business owners executives managers and employees whose work requires them to understand and execute on branding initiatives advertising campaigns and other

customer facing content

I k advani s blogs cut across generations for his contemporaries they have a recall value for the young indian restless to do his bit in shaping the future of his country advani s blogs provide a rare insight into history they take him through the turmoil and toil of leaders like sardar patel and their distinctive contribution in shaping today s india advani s blogs have a dual purpose they mirror an era gone by and yet link its relevance to an india raring to take on the world the blogs therefore successfully merge two eras one to which advani himself belongs with another which sees him as a mentor that advani has been a consequential politician is a given as a protagonist in the political playfield spanning decades he along with atal behari vajpayee not only formed the bharatiya janata party but transformed it dramatically if the bjp is nationally in the reckoning today it is because of the atal advani vision of bringing it centre stage from the margins it is through this journey that he redefined secularism during his historic yatras including the ramjanambhoomi and somnath to ayodhya the country was compelled to redefine secularism and distinguish it from the pseudo secularism being handed down by adversaries but that is only one part the other and more significant is advani s contribution in setting and elevating standards in public life and hammering that they be followed that he has led from the front is well known the strength of advani s blogs like his persona is that they are direct candid and forthright there is no soft pedaling issues or minimizing the blow as it were he has stated facts as they are and made no attempt to either underplay or exaggerate any sequence his writings are as clear

as his mind the blogs offer a wide range history politics books and all else to those who have a stake in india s political future advani s blogs are an effective guide for others an interesting read

this book evaluates the global status and prospects of democracy with an emphasis on the quality of democratic institutions and the effectiveness of governance as key conditions for stable democracy bringing together a wide range of the author s work over the past three decades it advances a framework for assessing the quality of democracy and it analyzes alternative measures of democracy drawing on the most recent data from freedom house it assesses the global state of democracy and freedom as of the beginning of 2015 and it explains why the world has been experiencing a mild but now deepening recession of democracy and freedom since 2005 a major theme of the book across the three decades of the author s work is the relationship between democratic quality and stability democracies break down diamond argues not so much because of economic factors but because of corrupt inept governance that violates individual rights and the rule of law the best way to secure democracy is to ensure that democracy is accountable transparent genuinely competitive respectful of individual rights inclusive of diverse forms and sources of participation and responsive to the needs and aspirations of ordinary citizens viable democracy requires not only a state that can mobilize power to achieve collective goals but also one that can restrain and punish the abuse of power a particularly steep challenge for poor countries and those with natural resource

wealth the book examines these themes both in broad comparative perspective and with a deeper analysis of historical trends and future prospects in africa and asia concluding with lessons for sustaining and reforming policies to promote democracy internationally this book is essential reading for students and scholars interested in democracy as well as politics and international relations more generally

geopolitics of digital heritage analyzes and discusses the political implications of the largest digital heritage aggregators across different scales of governance from the city state governed singapore memory project to a national aggregator like australia s trove to supranational digital heritage platforms such as europeana to the global heritage aggregator google arts culture these four dedicated case studies provide focused exploratory sites for critical investigation of digital heritage aggregators from the perspective of their geopolitical motivations and interests the economic and cultural agendas of involved stakeholders as well as their foreign policy strategies and objectives the element employs an interdisciplinary approach and combines critical heritage studies with the study of digital politics and communications drawing from empirical case study analysis it investigates how political imperatives manifest in the development of digital heritage platforms to serve different actors in a highly saturated global information space ranging from national governments to transnational corporations

attention reveals a fresh vital literary voice as it covers seemingly every imaginable topic relating to modern life entertainment

weekly joshua cohen may be america s greatest living writer the washington post named one of the best books of the year by wired one of granta s best of young american novelists joshua cohen arrives with his first collection of nonfiction the culmination of two decades of writing and thought about life in the digital age in essays memoir criticism diary entries and letters many appearing here for the first time cohen covers the full depth and breadth of modern life politics literature art music travel the media and psychology and subjects as diverse as google donald trump bernie sanders fictional animals gustav mahler aretha franklin john zorn landscape photography fake caravaggios wikipedia gertrude stein edward snowden jonathan franzen olympic women s fencing atlantic city casinos the closing of the ringling bros circus and azerbaijan throughout attention cohen directs his sharp gaze at home and abroad calling upon his extraordinary erudition and unrivaled ability to draw connections between seemingly unlike things to show us how to live without fear in a world overflowing with information in each piece he projects a quality of thought that is uniquely his and a voice as witty profound and distinct as any in american letters at this crucial juncture in history attention is a guide for the perplexed a handbook for anyone hoping to bring the wisdom of the past into the culture of the future praise for attention dazzling in its scope if curiosity is a writer s greatest innate gift joshua cohen may be america s greatest living writer the washington post cause for celebration and close study cohen will hunt after neglected shards of the past minor histories and charge them with an immediacy in the present he is experimenting with the essay form much more and more cleverly

than any major american writer today the wall street journal in attention joshua cohen makes an eclectic argument for how to improve our lives he tackles a surprising range of subjects to underline distraction s role in our fraught predicament and to argue that paying attention could help us get out of it when it comes to making sense of our times with verve and imagination few authors are more rewarding financial times

continuously published since 1920 the art directors annual is the world s most widely distributed creative awards reference book and source of inspiration honoring the year s best work in design and advertising around the globe every winning entry including all cube and merit winners is reproduced in full color with complete credits the 90th edition includes the new adc designism which explores the responsibilities of creatives to drive social and political change through their work adc hybrid the 2011 adc hall of fame laureates and the adc black cube for best in show

diversity and inclusion to build better products from the front lines at google establishing diverse and inclusive organizations is an economic imperative for every industry any business that isn t reaching a diverse market is missing out on enormous revenue potential and the opportunity to build products that suit their users core needs the economic why has been firmly established but what about the how how can business leaders adapt to our ever more diverse world by capturing market share and building more inclusive products for people of color women and other underrepresented groups the product inclusion team at google has developed strategies to do just that and building for everyone

is the practical guide to following in their footsteps this book makes publicly available for the first time the same inclusive design process used at google to create user centric award winning and profitable products author and head of product inclusion annie jean baptiste outlines what those practices look like in industries beyond tech with fascinating case studies readers will learn the key strategies and step by step processes for inclusive product design that limits risk and increases profitability discover the questions you should be asking about diversity and inclusion in your products for marketers user researchers product managers and more understand the research the product inclusion team drove to back up their practices learn the abcs of product inclusion to build inclusion into your organization s culture leverage the product inclusion suite of tools to get your organization building more inclusively and identifying new opportunities read case studies to see how product inclusion works across industries and learn what doesn t work building for everyone will show you how to infuse your business processes with inclusive design you ll learn best practices for inclusion in product design marketing management leadership and beyond straight from the innovative google product inclusion team

this book provides a first hand account of the founding ascent and dissolution of silicon valley bank svb a tech community bank founded in 1982 with us 5 million that became the nation s 13th largest bank and tech industry s lender and bank in this pathbreaking work which challenges conventional understanding of risky tech lending by showing how an independent community

bank became the go to bank for the tech industry in the united states xuan thao nguyen includes interviews with key players ranging from the original founders and early employees to the current ceo of svb chapters explore how the relationship between the venture capital vc industry and svb transformed the way commercial banks comply with banking regulators while lending and nurturing young tech clients the book demonstrates why the relationships between investors start ups bankers lenders experts lawyers regulators and community leaders are key ingredients for ongoing innovation in the tech industry the book concludes with the sobering dissection of svb s sudden death by 142 billion cuts inflicted by tech bros social media and the federal reserve bank s successive interest rate hikes to squash the overheated economy

greek philosophers built great discussions about reality which are still current in our times and still inspire today s great thinkers from mathematical teachings by pythagoras encompassing plato s and aristotle s ideas these great discussions have been essential for our present intelectual development today however this role has been adopted by a new class of visionaries brought together by this new platonic academy based in stanford university devoted to proving and making use of the supremacy of numbers and mathematics in the digital world intent on finding the new holy grail embodied in the perfect algorithm present time s entrepreneurs of new technologies have radically transformed for good or otherwise the world as we know it ulrich richter morales delves deep into the legacy sometimes clear sometimes mystical and esoteric of the pythagoreans in their diverse

historical incarnations he particularly emphasizes their dominant role in these digital times while he introduces a debate regarding the sort of machines we ought to develop elon musk steve jobs bill gates jeff bezos larry page and sergey brin among others are declared heirs of the mathematician from samos and always engrossed in polemic discussions they are inseparable from our concept of how the world works getting to know them as persons and as thinkers is a way to better understand modern day life and our role as citizens in the unstable volatile grounds we tread on today

within the academy itself a changing and increasingly entrepreneurial entity publishing is no longer an option it is the universal currency that secures a position tenure and promotion it is key to academic life providing a panoramic picture of the changing publishing climate academic life and the publishing landscape will empower scholars by enabling them to navigate this changing terrain more successfully this book provides guidance from a range of contributors who use their own wide expertise in writing and publication to document the challenges faced by scholars at different career stages and in different locations it covers a wide range of debates on publishing spilt into the following three sections mapping the publication landscape writing for publication learning from successful voices further challenges and possibilities with topics ranging from the process of preparing manuscripts for publication including chapters on calculating journal rankings and understanding the peer review process through to chapters on speaking to international audiences and writing for elite international journals

this book offers a unique perspective on how the changing nature of publishing works this will be a useful guide for scholars across the globe looking to enhance their publication performance and those questioning what needs to be done in order to understand navigate and to re position one s self and institution in this increasingly significant and rapidly altering terrain cianan sugrue is professor of education university college dublin ireland and has been head of school from 2011 14 sefika mertkan is an assistant professor of educational leadership and management at eastern mediterranean university

the latest from the author of the bestselling caffeine for the creative mind how do you develop solutions that rock ones that surpass their initial purpose and grab an industry by its throat turn interested parties into concept evangelists and influence behaviors and alter perceptions read chasing the idea monster and find out this fun and insightful book sorts out the hallmarks of a monstrous idea by providing the author s idea measurement tools in the form of seven primary questions to gauge the potential of any idea these seven questions are supported by real world examples of ideas that succeeded in winning over their audience as well as those that ignored the measurement and failed miserably features warnings and anecdotes from some of the world s most prominent creatives marketing teams and business professionals a proven method for determining if an idea will be a big idea or else will die a painful death author is a respected industry expert whose caffeine for the creative mind successfully reached an audience both in the creative community and beyond want to get a better sense of what makes a

successful idea and how yours measures up start chasing the idea monster and scoring big creative wins today

this title provides a thorough overview of the issues high tech marketers must address and provides a balance between conceptual discussions and examples small and big business products and services and consumer and business to business marketing contexts

egypt s january 25 revolution was triggered by a facebook page and played out both in virtual spaces and the streets social media serves as a space of liberation but it also functions as an arena where competing forces vie over the minds of the young as they battle over ideas as important as the nature of freedom and the place of the rising generation in the political order this book provides piercing insights into the ongoing struggles between people and power in the digital age

clayton christensen s definitive works on innovation offered together for the first time will you fall victim to disruptive innovation or become a disruptor yourself tip the odds in your favor with the bestselling books that have made christensen one of the world s foremost authorities on innovation you ll also get his award winning hbr article full of inspiration for finding meaning and happiness in your life using the principles of business the 4 volume collection includes the innovator s dilemma when new technologies cause great firms to fail in one of the most influential business books of our time christensen introduced the world to the concept of disruptive innovation

showing how even the most outstanding companies can do everything right yet still lose market leadership don't repeat their mistakes the innovator's solution creating and sustaining successful growth citing in depth research and theories tested in hundreds of companies across many industries christensen and co author michael raynor provide the tools organizations need to become disruptors themselves the innovator's dna mastering the five skills of disruptive innovators christensen and coauthors jeffrey dyer and hal gregersen identify behaviors of the world's best innovators from leaders at amazon and apple to those at google skype and the virgin group to show how you and your team can unlock the code to generating and executing more innovative ideas how will you measure your life hbr article at harvard business school clayton christensen teaches aspiring mbas how to apply management and innovation theories to build stronger companies but he also believes that these models can help people lead better lives in this award winning harvard business review article he explains how exploring questions everyone needs to ask how can i be happy in my career how can i be sure that my relationship with my family is an enduring source of happiness and how can i live my life with integrity

the stage director's prompt book is a step by step detailed guide on how to create a practical and powerful rehearsal and performance tool the director's prompt book a prompt book is a coordinating and organizational tool for the stage director this book systematizes the creative process the director uses to analyze and interpret a play and coordinates all director related rehearsal and production activities into a single self contained

interpretive and organizational system this book guides the director through the necessary steps and stages of creating and using a prompt book from play analysis and interpretation through the formation of a dynamic and theatrical director's vision to a unique method of physicalizing a play in production a prompt book of a one act play is included in the book as a complete example of the system such techniques as redlining color coding and creating a three column left hand page are vividly illustrated for readers allowing them to assemble their own prompt books in a clear and example driven format the stage director's prompt book offers a system of directorial interpretation that takes the director through a series of point by point instructions to construct a strong effective and creative instrument for success for the undergraduate and graduate student of theatre directing stage management and producing courses along with aspiring professional directors this book provides an interactive and intuitive approach to personalize the stage directing experience and assemble a graphically dynamic and creative director's prompt book

the rhetoric of soft power public diplomacy in global contexts provides a comparative assessment of public diplomacy and strategic communication initiatives in order to portray how joseph nye's notion of soft power has translated into context specific strategies of international influence the book examines four cases japan venezuela china and the united states to illuminate the particular significance of culture foreign publics and communication technologies for the foreign policy ambitions of each country

have you ever come up with an idea for a new product or service but didn't take any action because you thought it would be too risky or at work have you had what you thought could be a big idea for your company perhaps changing the way you develop or distribute a product provide customer service or hire and train your employees if you have but you haven't known how to take the next step you need to understand what the authors call the innovator's method a set of tools emerging from lean start up design thinking and agile software development that are revolutionizing how new ideas are created refined and brought to market to date these tools have helped entrepreneurs designers and software developers manage uncertainty through cheap and rapid experiments that systematically lower failure rates and risk but many managers and leaders struggle to apply these powerful tools within their organizations as they often run counter to traditional managerial thinking and practice authors nathan furr and jeff dyer wrote this book to address that very problem following the breakout success of the innovator's dna which dyer wrote with hal gregersen and bestselling author clay christensen to provide a framework for generating ideas this book shows how to make those ideas actually happen to commercialize them for success based on their research inside corporations and successful start ups furr and dyer developed the innovator's method an end to end process for creating refining and bringing ideas to market they show when and how to apply the tools of their method how to adapt them to your business and how to answer commonly asked questions about the method itself including how do we know if this idea is worth pursuing have we found the right solution what is the best business model for this

new offering this book focuses on the how how to test how to validate and how to commercialize ideas with the lean design and agile techniques successful start ups use whether you're launching a start up leading an established one or simply working to get a new product off the ground in an existing company this book is for you

over the last two decades or so the new danish cinema has established itself as an important source of cinematic renewal and innovation and as a model for how small minor or peripheral cinemas can survive in an industry dominated by global hollywood following in the footsteps of critically acclaimed the danish directors also published by intellect the danish directors 2 provides a practitioner's perspective on the social cultural and economic milieus in which danish film makers have been able to develop their practice and to thrive with insider information about the making marketing and distribution of award winning films and interviews with seminal directors such as anders thomas jensen annette k olesen and lone scherfig the danish directors 2 allows readers entry into what might seem to be a forbidding body of work the editors are knowledgeable and sensitive interrogators and their appreciation of the specific qualities of each director's work elicits thoughtful replies this volume will appeal to students scholars and cinephiles alike

introduction to cyber politics and policy is a comprehensive introductory textbook for cyber politics and security courses and the perfect addition to any international relations or intelligence course written by mary manjikian an expert in the field and an

instructor who has taught the course for ten years it assumes no prior knowledge of technical concepts legal concepts military concepts or international relations theory instead she aims to bridge the gaps between the intricacies of technology and the theories of political science the book emphasizes the importance of collaboration and understanding between the two fields students from both technology and political science backgrounds need to understand the implications of technology decisions and the policy questions that arise from them in order to make a meaningful contribution to ever changing field

the director as collaborator teaches essential directing skills while emphasizing how directors and theater productions benefit from collaboration good collaboration occurs when the director shares responsibility for the artistic creation with the entire production team including actors designers stage managers and technical staff leadership does not preclude collaboration in theater these concepts can and should be complementary students will develop their abilities by directing short scenes and plays and by participating in group exercises new to the second edition updated interviews exercises forms and appendices new chapter on technology including digital research previsualization and drafting programs and web sharing sites new chapter on devised and ensemble based works new chapter on immersive theater including material and exercises on environmental staging and audience performer interaction

the media are at the end of a cycle and at the beginning of a new model that is still unpredictable for decades the industry enjoyed

solid profits a certain tranquillity and clear rules the presence of high barriers to entry hindered the progress of competitors and several key markets were in fact oligopolies this book tells how a stable industry was buffeted by winds that seriously threatened its essential pillars free access and internet development caused a dramatic drop of the value of the contents the public could often find information and entertainment at no cost therefore beginning to move away from the media that were poorly differentiated and predictable in terms of subjects and approaches the authors do not restrict themselves to writing a chronicle of those transformations they deepen the causes and propose solutions in their view companies in the sector have lacked the discipline necessary to keep pace with innovation adapt to change and make learning a constant and priority activity the industry needs better leaders managers with vision who can take risks and break the monotonous cycle of systematic imitation of success formulas that already belong to the past

the church as we know it is calibrated for a world that no longer exists it needs to recalibrate in order to address the questions that animate today s congregants leading congregational researcher scott cormode explores the role of christian practices in recalibrating the church for the twenty first century offering church leaders innovative ways to express the never changing gospel to their ever changing congregations the book has been road tested with over one hundred churches through the fuller youth institute and includes five questions that guide christian leaders who wish to innovate

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