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KEY=LITERATURE - KAUFMAN SIMPSON

When Cultures Collide, Third Edition

Leading Across Cultures

[Nicholas Brealey International](#) The classic work that revolutionized the way business is conducted across cultures around the world.

Media, Communication, Culture

A Global Approach

[Columbia University Press](#) "For this new edition coverage has been expanded from six to eleven chapters, and has been thoroughly updated to include all new developments in the field."--BOOK JACKET.

The Language of War

Literature and Culture in the U.S. from the Civil War Through World War II

[Harvard University Press](#) The Language of War examines the relationship between language and violence, focusing on American literature from the Civil War, World War I, and World War II. James Dawes proceeds by developing two primary questions: How does the strategic violence of war affect literary, legal, and philosophical representations? And, in turn, how do such representations affect the reception and initiation of violence itself? Authors and texts of central importance in this far-reaching study range from Louisa May Alcott and William James to William Faulkner, the Geneva Conventions, and contemporary American organizational sociology and language theory. The consensus approach in literary studies over the past twenty years has been to treat language as an extension of violence. The idea that there might be an inverse relation between language and violence, says Dawes, has all too rarely influenced the dominant voices in literary studies today. This is an ambitious project that not only makes a serious contribution to American literary history, but also challenges some of the leading theoretical assumptions of our day.

Understanding Media

The Extensions of Man

[Createspace Independent Publishing Platform](#) When first published, Marshall McLuhan's Understanding Media made history with its radical view of the effects of electronic communications upon man and life in the twentieth century.

From Literature to Cultural Literacy

[Springer](#) Researchers in the new field of literary-and-cultural studies look at social issues - especially issues of change and mobility - through the lens of literary thinking. The essays range from cultural memory and migration to electronic textuality and biopolitics.

The Work of Writing

Literature and Social Change in Britain, 1700-1830

Met lit. opg. - Met reg. Analysis of the new network of technologies, skills, and resources that reshaped 'writing' during the media revolution of eighteenth-century Britain. The author finds fresh significance in the review periodical; the rise of disciplines and specialties; and the modern postal service, reading groups, boarding schools, touristic travel to centers like London and Bath.

Leading Global Teams

Translating Multidisciplinary Science to Practice

[Springer](#) This breakthrough volume details the psychological and interpersonal skills needed to meet the practical challenges of building, developing, adapting, training, and managing multicultural global teams. Its self-regulation approach offers cognitive keys to understanding and embracing difference and its associated complexities for successful global collaborations and lasting results. From this foundation, the book moves on to the various roles of leadership in facilitating team process, from establishing trust to defusing conflicts, reducing biases, and using feedback effectively. This synthesis of research and practice effectively blends real-world experience and the science of global team leadership to address the complex issues facing modern organizations. Core skills covered by the book: Structuring successful global virtual teams. Developing cross-cultural competencies through global teams. Managing active faultlines and conflicts in global teams. Coaching global teams and global team leaders. Utilizing feedback effectively across cultures. Meeting the global need for leaders through Guided Mindfulness. Leading Global Teams is mind-opening reading for students, scholars, and practitioners in industrial and organizational psychology, organizational behavior, work psychology, and applied psychology programs looking for the most current research and best practices regarding its timely subject.

Communication Beyond Boundaries

[Business Expert Press](#) This handy book on intercultural communication is ideal for the busy executive, frequent international business traveler, expatriate, and student of international business communication. It offers insights into the finer nuances of intercultural communication and assists in decision making, problem solving, and adjusting to other cultures. Lucid and practical in its approach, the book is replete with numerous examples that illustrate business beyond boundaries. It goes beyond a mere laundry list approach to one that enumerates the underlying phenomena that characterize international meetings, presentations, and negotiations. It offers a unique South Asian perspective on cross-cultural communication and is a must-read for those preparing to sign international deals in the near future.

Human and Mediated Communication around the World

A Comprehensive Review and Analysis

[Springer Science & Business Media](#) This book is unique in the sense that it offers a comprehensive review and analysis of human communication and mediated communication around the world. This is one of the first attempts to do so in a systematic, comprehensive way. It challenges the assumption that Western theories of human communication and mass communication have universal applicability. It surveys the applicability of mass communication theories to other than Western cultures. The book explains the influence of culture on all forms of communication behavior, be it personal, mediated or mass communication. It presents communication theories from around the world, incorporating a vast body of literature from Europe, Asia, Africa and Latin America. This updated information on important international perspectives that includes both interpersonal and mediated communication is presently not readily available in other sources. The book offers an integrated approach to understanding the working of electronic means of communication that are hybrid media combining human and mediated communication. These new media that are often presented as universal are even more culture-bound than the traditional media.

Arab American Children with Disabilities

Considerations for Teachers and Service Providers

[Routledge](#) Despite a proliferation of special education literature on racial minorities over the past three decades, research and writing on Arab American children with disabilities remain remarkably sparse. This book fills that gap by promoting culturally appropriate services for Arab American children with disabilities. Special education and service providers in the U.S.—including school psychologists, rehabilitation counselors, and social workers—are increasingly likely to work with Arab Americans with disabilities. By focusing on this marginalized minority population, Al Khatib provides much-needed context and direction for service providers and researchers working with the Arab American community. Offering an overview of special education and the rights guaranteed under the Individuals with Disabilities Education Act (IDEA), this book also helps Arab American families understand the special education process and advocate for their children.

Ballweg's Physician Assistant: A Guide to Clinical Practice - E-Book

[Elsevier Health Sciences](#) Designed as a highly visual and practical resource to be used across the spectrum of lifelong learning, Ballweg's Physician Assistant, 7th Edition, helps you master all the core competencies needed for physician assistant certification, recertification, and clinical practice. It remains the only textbook that covers all aspects of the physician assistant profession, the PA curriculum, and the PA's role in clinical practice. Ideal for both students and practicing PAs, it features a succinct, bulleted writing style, convenient tables, practical case studies, and clinical application questions that enable you to master key concepts and clinical applications. Addresses all six physician assistant competencies, as well as providing guidance for the newly graduated PA entering practice. Includes five new chapters: What Is a Physician Assistant, and How Did We Get Here?, Effective Use of Technology for Patient-Centered Care, Success in the Clinical Year, Transitioning to Practice and Working in Teams, and Finding Your Niche. Features an enhanced focus on content unique to the PA profession that is not readily found in other resources, more illustrations for today's visually oriented learners, a more consistent format throughout, and a new emphasis on the appropriate use of social media among healthcare professionals. Provides updated content throughout to reflect the needs of the PA profession, including new content on self-care for the PA to help prevent burnout, suicide, and other hazards faced by healthcare professionals. Guides students in preparation for each core clinical rotation and common electives, as well as working with special patient populations such as patients experiencing homelessness and patients with disabilities. Includes quick-use resources, such as objectives and key points sections for each chapter, tip boxes with useful advice, abundant tables and images, and more than 130 updated case studies. Evolve Educator site with an image bank is available to instructors through their Elsevier sales rep or via request at <https://evolve.elsevier.com>.

The Silent Language

[Anchor Books](#) A study of the non-verbal language which exists in every culture, the elaborate patterns of behavior through which we communicate

Physician Assistant: A Guide to Clinical Practice E-Book

[Elsevier Health Sciences](#) Entering its 6th edition, Physician Assistant: A Guide to Clinical Practice is the only text that covers all aspects of the physician assistant profession, the PA curriculum, and the PA's role in clinical practice. It is designed as a highly visual and practical resource to be used across the spectrum of lifelong learning, enabling students and practicing PAs to thrive in a rapidly changing health care system. Teaches how to prepare for each core clinical rotation and common electives, as well as how to work with atypical patient populations such as homeless patients and patients with disabilities. A succinct, bulleted writing style; convenient tables; practical case studies; and clinical application questions throughout enable you to master key concepts and clinical applications. Helps you master all the core competencies needed for certification or recertification. Addresses all six Physician Assistant Competencies, as well as providing guidance for the newly graduated PA entering practice. Includes quick-use resources, such as objectives and key points sections for each chapter, tip boxes with useful advice, abundant tables and images, and 134 updated case studies. Features chapters for the 7 core clinical rotations and 5 common electives, with key guidance on how to prepare effectively and what to expect. Provides updated health policy information, expanded information about international programs, cultural competencies, and pearls and pitfalls on working internationally as a PA. Outlines the basic principles of Interprofessional Education - an important new trend in medical education nationally. New chapters cover: Maximizing Your Education, Future of the Profession, Principles of PA Education, Managing Stress and Burnout, and many other topics.

Culture and Redemption

Religion, the Secular, and American Literature

[Princeton University Press](#) Many Americans wish to believe that the United States, founded in religious tolerance, has gradually and naturally established a secular public sphere that is equally tolerant of all religions--or none. Culture and Redemption suggests otherwise. Tracy Fessenden contends that the uneven separation of church and state in America, far from safeguarding an arena for democratic flourishing, has functioned instead to promote particular forms of religious possibility while containing, suppressing, or excluding others. At a moment when questions about the appropriate role of religion in public life have become trenchant as never before, Culture and Redemption radically challenges conventional depictions--celebratory or damning--of America's "secular" public sphere. Examining American legal cases, children's books, sermons, and polemics together with popular and classic works of literature from the seventeenth to the twentieth centuries, Culture and Redemption shows how the vaunted secularization of American culture proceeds not as an inevitable by-product of modernity, but instead through concerted attempts to render dominant forms of Protestant identity continuous with democratic, civil identity. Fessenden shows this process to be thoroughly implicated, moreover, in practices of often-violent exclusion that go to the making of national culture: Indian removals, forced acculturations of religious and other minorities, internal and external colonizations, and exacting constructions of sex and gender. Her new readings of Emerson, Whitman, Melville, Stowe, Twain, Gilman, Fitzgerald, and others who address themselves to these dynamics in intricate and often unexpected ways advance a major reinterpretation of American writing.

Investing in Cultural Diversity and Intercultural Dialogue

[UNESCO](#) This report analyses all aspects of cultural diversity, which has emerged as a key concern of the international community in recent decades, and maps out new approaches to monitoring and shaping the changes that are taking place. It highlights, in particular, the interrelated challenges of cultural diversity and intercultural dialogue and the way in which strong homogenizing forces are matched by persistent diversifying trends. The report proposes a series of ten policy-oriented recommendations, to the attention of States, intergovernmental and non-governmental organizations, international and regional bodies, national institutions and the private sector on how to invest in cultural diversity. Emphasizing the importance of cultural diversity in different areas (languages, education, communication and new media development, and creativity and the marketplace) based on data and examples collected from around the world, the report is also intended for the general public. It proposes a coherent vision of cultural diversity and clarifies how, far from being a threat, it can become beneficial to the action of the international community.

Multilingualism and Intercultural Communication

A South African perspective

[NYU Press](#) An in-depth look at the changing sociolinguistic dynamics that have influenced South African society. To date, there has been no published textbook which takes into account changing sociolinguistic dynamics that have influenced South African society. Multilingualism and Intercultural Communication breaks new ground in this arena. The scope of this book ranges from macro-sociolinguistic questions pertaining to language policies and their implementation (or non-implementation) to micro-sociolinguistic observations of actual language-use in verbal interaction, mainly in multilingual contexts of Higher Education (HE). There is a gradual move for the study of language and culture to be taught in the context of (professional) disciplines in which they would be used, for example, Journalism and African languages, Education and African languages, etc. The book caters for this growing market. Because of its multilingual nature, it caters to English and Afrikaans language speakers, as well as the Sotho and Nguni language groups _ the largest languages in South Africa [and also increasingly used in the context of South African Higher Education]. It brings together various inter-linked disciplines such as Sociolinguistics and Applied

Language Studies, Media Studies and Journalism, History and Education, Social and Natural Sciences, Law, Human Language Technology, Music, Intercultural Communication and Literary Studies. The unique cross-cutting disciplinary features of the book will make it a must-have for twenty-first century South African students and scholars and those interested in applied language issues.

Textbook of Palliative Care Communication

[Oxford University Press, USA](#) 'The Textbook of Palliative Care Communication' is the authoritative text on communication in palliative care. Uniquely developed by an interdisciplinary editorial team to address an array of providers including physicians, nurses, social workers, and chaplains, it unites clinicians and academic researchers interested in the study of communication.

Cultural Code

Video Games and Latin America

[MIT Press](#) How culture uses games and how games use culture: an examination of Latin America's gaming practices and the representation of the region's cultures in games. Video games are becoming an ever more ubiquitous element of daily life, played by millions on devices that range from smart phones to desktop computers. An examination of this phenomenon reveals that video games are increasingly being converted into cultural currency. For video game designers, culture is a resource that can be incorporated into games; for players, local gaming practices and specific social contexts can affect their playing experiences. In Cultural Code, Phillip Penix-Tadsen shows how culture uses games and how games use culture, looking at examples related to Latin America. Both static code and subjective play have been shown to contribute to the meaning of games; Penix-Tadsen introduces culture as a third level of creating meaning. Penix-Tadsen focuses first on how culture uses games, looking at the diverse practices of play in Latin America, the ideological and intellectual uses of games, and the creative and economic possibilities opened up by video games in Latin America—the evolution of regional game design and development. Examining how games use culture, Penix-Tadsen discusses in-game cultural representations of Latin America in a range of popular titles (pointing out, for example, appearances of Rio de Janeiro's Christ the Redeemer statue in games from Call of Duty to the tourism-promoting Brasil Quest). He analyzes this through semiotics, the signifying systems of video games and the specific signifiers of Latin American culture; space, how culture is incorporated into different types of game environments; and simulation, the ways that cultural meaning is conveyed procedurally and algorithmically through gameplay mechanics.

The Handbook of Global Health Communication

[John Wiley & Sons](#) International in scope, The Handbook of Global Health Communication offers a comprehensive and up-to-date analysis of the role of communication processes in global public health, development and social change Brings together 32 contributions from well-respected scholars and practitioners in the field, addressing a wide range of communication approaches in current global health programs Offers an integrated view that links communication to the strengthening of health services, the involvement of affected communities in shaping health policies and improving care, and the empowerment of citizens in making decisions about health Adopts a broad understanding of communication that goes beyond conventional divisions between informational and participatory approaches

The Cambridge Handbook of Intercultural Communication

"This volume seeks to provide a comprehensive, interdisciplinary and state-of-the-art exploration of intercultural communication. To this aim, across its five parts, it offers (I) a thorough discussion of key concepts, (II) an in-depth exploration of selected theoretical approaches, (III) a survey of particularly helpful methods and methodologies, (IV) a multi-disciplinary overview of current research in various domains of application, and (V) a presentation of key issues pertaining to the assessment of intercultural communication and competence. In particular, the volume addresses the relationship between intercultural communication and power, and provides a contextual exploration of contrastive, interactional, imagological and ethical aspects"--

Critical Rhetorics of Race

[NYU Press](#) During its heyday in the nineteenth century, the African slave trade was fueled by the close relationship of the United States and Brazil. The Deepest South tells the disturbing story of how U.S. nationals - before and after Emancipation -- continued to actively participate in this odious commerce by creating diplomatic, social, and political ties with Brazil, which today has the largest population of African origin outside of Africa itself. Proslavery Americans began to accelerate their presence in Brazil in the 1830s, creating alliances there—sometimes friendly, often contentious—with Portuguese, Spanish, British, and other foreign slave traders to buy, sell, and transport African slaves, particularly from the eastern shores of that beleaguered continent. Spokesmen of the Slave South drew up ambitious plans to seize the Amazon and develop this region by deporting the enslaved African-Americans there to toil. When the South seceded from the Union, it received significant support from Brazil, which correctly assumed that a Confederate defeat would be a mortal blow to slavery south of the border. After the Civil War, many Confederates, with slaves in tow, sought refuge as well as the survival of their peculiar institution in Brazil. Based on extensive research from archives on five continents, Gerald Horne breaks startling new ground in the history of slavery, uncovering its global dimensions and the degrees to which its defenders went to maintain it.

IIT Madras Humanities and Social Sciences Entrance Examination -HSEE Ebook-PDF

All Sections Covered

[Chandresh Agrawal](#) SGN.The Ebook-PDF IIT Madras Humanities and Social Sciences Entrance Examination -HSEE Covers All Sections Of The Exam.

Teaching Literature and Language Through Multimodal Texts

[IGI Global](#) In the past few decades, there has been a growing interest in the benefits of linking the learning of a foreign language to the study of its literature. However, the incorporation of literary texts into language curriculum is not easy to tackle. As a result, it is vital to explore the latest developments in text-based teaching in which language, culture, and literature are taught as a continuum. Teaching Literature and Language Through Multimodal Texts provides innovative insights into multiple language teaching modalities for the teaching of language through literature in the context of primary, secondary, and higher education. It covers a wide range of good practice and innovative ideas and offers insights on the impact of such practice on learners, with the intention to inspire other teachers to reconsider their own teaching practices. It is a vital reference source for educators, professionals, school administrators, researchers, and practitioners interested in teaching literature and language through multimodal texts.

Intercultural Communication with Arabs

Studies in Educational, Professional and Societal Contexts

[Springer](#) This book features 18 essays that explore the ways people communicate in the Arab world, from the United Arab Emirates to Qatar, Saudi Arabia to Oman. While there is a concentration of studies from the Gulf Arab states, the collection spans perspectives from Iraq, Syria, Lebanon, Egypt, Libya, Tunisia, and Sudan. Written by both Arab authors and foreign scholars who live or have lived in the region, it will help readers to better understand and communicate with Arab culture and society. The book is divided into three main sections that include studies in educational, professional, and societal contexts. Based on ethnographies, case studies, and real life experiences, the essays provide insight into the ways Arabs communicate in different situations, contexts, and settings such as business, education, politics, media, healthcare, and society at large. Drawing on current theory, research, and practice, this book will help readers better understand and, as a result, better engage with the Arab world.

Young Adult Literature and Adolescent Identity Across Cultures and Classrooms

Contexts for the Literary Lives of Teens

[Routledge](#) Taking a critical, research-oriented perspective, this book explores the theoretical, empirical, and pedagogical connections between reading and teaching young adult literature in middle and secondary classrooms and adolescent identity development.

Corporate Wellness Programs

Linking Employee and Organizational Health

[Edward Elgar Publishing](#) **Corporate Wellness Programs** offers contributions from international experts, examining the planning, implementation and evaluation of wellness initiatives in organizations, and offering guidance on how to introduce these programs in to the workplace.

Latin American Identity in Online Cultural Production

[Routledge](#) This volume provides an innovative and timely approach to a fast growing, yet still under-studied field in Latin American cultural production: digital online culture. It focuses on the transformations or continuations that cultural products and practices such as hypermedia fictions, net.art and online performance art, as well as blogs, films, databases and other genre-defying web-based projects, perform with respect to Latin American(ist) discourses, as well as their often contestatory positioning with respect to Western hegemonic discourses as they circulate online. The intellectual rationale for the volume is located at the crossroads of two, equally important, theoretical strands: theories of digital culture, in their majority the product of the anglophone academy; and contemporary debates on Latin American identity and culture.

The Cultural Memory of Africa in African American and Black British Fiction, 1970-2000

Specters of the Shore

[Springer](#) This book offers a new approach to reading the cultural memory of Africa in African American fiction from the post-Civil Rights era and in Black British fiction emerging in the wake of Thatcherism. The critical period between the decline of the Civil Rights Movement and the dawn of the twenty-first century saw a deep contrast in the distinctive narrative approaches displayed by diverse African diaspora literatures in negotiating the crisis of representing the past. Through a series of close readings of literary fiction, this work examines how the cultural memory of Africa is employed in diverse and specific negotiations of narrative time, in order to engage and shape contemporary identity and citizenship. By addressing the practice of "remembering" Africa, the book argues for the signal importance of the African diaspora's literary interventions, and locates new paradigms for cultural identity in contemporary times.

Organizational Culture and Leadership

[John Wiley & Sons](#) Regarded as one of the most influential management books of all time, this fourth edition of *Leadership and Organizational Culture* transforms the abstract concept of culture into a tool that can be used to better shape the dynamics of organization and change. This updated edition focuses on today's business realities. Edgar Schein draws on a wide range of contemporary research to redefine culture and demonstrate the crucial role leaders play in successfully applying the principles of culture to achieve their organizational goals.

Preschool in Three Cultures

Japan, China, and the United States

[Yale University Press](#) Compares preschool education in the three countries, discusses how child care reflects social change and considers the issues of freedom, creativity, and discipline

Modern Technology and Communication

[Hiperlink eđit.ilet.yay.san.tic.ve ltd.sti.](#) ISBN: 978-625-7280-83-9 e- ISBN: 978-625-7280-84-6

Communicating Risks and Benefits

An Evidence Based User's Guide

[Government Printing Office](#) Effective risk communication is essential to the well-being of any organization and those people who depend on it. Ineffective communication can cost lives, money and reputations. *Communicating Risks and Benefits: An Evidence-Based User's Guide* provides the scientific foundations for effective communications. The book authoritatively summarizes the relevant research, draws out its implications for communication design, and provides practical ways to evaluate and improve communications for any decision involving risks and benefits. Topics include the communication of quantitative information and warnings, the roles of emotion and the news media, the effects of age and literacy, and tests of how well communications meet the organization's goals. The guide will help users in any organization, with any budget, to make the science of their communications as sound as the science that they are communicating.

Regional Language Television in India

Profiles and Perspectives

[Taylor & Francis](#) This book examines the evolution and journey of regional language television channels in India. First of its kind, it looks at the coverage, uniqueness, ownership and audiences of regional channels in 14 different languages across India, including Hindi, Bengali, Marathi, Telugu, Tamil, Urdu, Assamese, Bhojpuri, Gujarati, Kannada, Kashmiri, Odia, Punjabi, and Malayalam. It brings together researchers, scholars, media professionals, and communication teachers to document and reflect on language as the site of culture, politics, market, and social representation. The volume discusses multiple media histories and their interlinkages from a subcontinental perspective by exploring the trajectories of regional language television in terms of geographical boundaries, state, language, identities, and culture. It offers comparative analyses across regional language television channels and presents interpretive insights on aspects of television culture and commerce, contemporary challenges, mass media technology and future relevance. Rich in empirical data, this book will be an essential read for scholars and researchers of media studies, television studies, communication studies, sociology, political studies, language studies, regional studies, and South Asian studies. It will also be useful to professionals and industry bodies in television media and broadcasting, journalists and television channels.

Conceptual Nursing Care Planning

[Elsevier Health Sciences](#) 73 conceptual nursing care plans are based on Giddens concepts. Logical format for conceptual nursing care plans includes a definition of the concept, clinical problems, common causes, manifestations, outcomes, interventions, related concepts, and related clinical problems. Guidance for prioritized care planning organizes interventions in an assess-intervene-teach format, to help identify the most important priority interventions for patients. Use of standardized nursing language conveys concepts and clinical problems in easily understandable language that is commonly used in clinical settings, organizing care plans around terminology recognized by the American Nurses Association and easily understood by other healthcare professionals. UNIQUE! Wide-ranging approach covers concepts that are not addressed in other texts, such as health disparities, risk in pregnancy, impaired immunity, substance use, sensory deficits, continuity of care, and the dying process. Introduction opens the book by explaining the components of a conceptual nursing care plan and how to use the book to create patient-centered nursing care plans. Conceptual Care Map Creator on the Evolve website helps document care planning projects and clinical assignments. Expert authors Mariann Harding and Debra Hagler are nursing thought leaders and editors of the bestselling *Lewis's Medical Surgical Nursing: Assessment and Management of Clinical Problems*.

The Health Care Professional's Guide to Cultural Competence - E-Book

[Elsevier Health Sciences](#) UNIQUE approach looks at populations the way health care workers encounter them, not by ethno-cultural/religious labels. Accessible writing style relays information in a balanced and concise manner for undergraduate and graduate students as well as health care Professional's. Multidisciplinary perspective is provided by authors who represent a variety of health disciplines and cultural identities, who may be educators or practitioners, each presenting complex ideas in understandable ways and controversial ideas in a transparent way. Cultural Considerations in Care and Cultural Competence in Action boxes integrate theory into practice and invite critical self-reflection. Teaching and learning tools include learning objectives and key terms at the beginning of each chapter, plus end-of-chapter group activities, review questions, and more.

Occupational Therapy in Mental Health

A Vision for Participation

[E.A. Davis](#) This revision of a well-loved text continues to embrace the confluence of person, environment, and occupation in mental health as its organizing theoretical model, emphasizing the lived experience of mental illness and recovery. Rely on this groundbreaking text to guide you through an evidence-based approach to helping clients with mental health disorders on their recovery journey by participating in meaningful occupations. Understand the recovery process for all areas of their lives—physical, emotional, spiritual, and mental—and know how to manage co-occurring conditions.

The Cultural Dimension of Global Business (1-download)

[Routledge](#) This book demonstrates how the theories and insights of anthropology have positively influenced the conduct of global business and commerce, providing a foundation for understanding the impact of culture on global business, and global business on culture.

Culture and Consumption

New Approaches to the Symbolic Character of Consumer Goods and Activities

[Indiana University Press](#) "This book compiles and integrates highly innovative work aimed at bridging the fields of anthropology and consumer behavior." —*Journal of Consumer Affairs* "... fascinating... ambitious and interesting..." —*Canadian Advertising Foundation Newsletter* "... an anthropological dig into consumerism brimming with original thought..." —*The Globe and Mail* "Grant McCracken has written a provocative book that puts consumerism in its place in Western society—at the centre." —*Report on Business Magazine* "... a stimulating addition to knowledge and theory about the interrelationship of culture and consumption." —*Choice* "[McCracken's] synthesis of anthropological and consumer studies material will give historians new ideas and methods to integrate into their thinking." —*Maryland Historian* "The book offers a fresh and much needed cultural interpretation of consumption." —*Journal of Consumer Policy* "The volume will help balance the prevailing cognitive and social psychological cast of consumer research and should stimulate more comprehensive investigation into consumer behavior." —*Journal of Marketing Research* "... broad scope, enthusiasm and imagination... a significant contribution to the literature on consumption history, consumer behavior, and American material culture." —*Winterhur Portfolio* "For this is a superb book, a definitive exploration of its subject that makes use of the full range of available literature." —*American Journal of Sociology* "McCracken's book is a fine synthesis of a new current of thought that strives to create an interdisciplinary social science of consumption behaviors, a current to which folklorists have much to contribute." —*Journal of American Folklore* This provocative book takes a refreshing new view of the culture of consumption. McCracken examines the interplay of culture and consumer behavior from the anthropologist's point of view and provides new insights into the way we view ourselves and our society.

Handbook of Media Management and Economics

[Routledge](#) Winner of the 2019 Robert Picard Book Award The Handbook of Media Management and Economics has become a required reference for students, professors, policy makers and industry practitioners. The volume was developed around two primary objectives: assessing the state of knowledge for the key topics in the media management and economics fields; and establishing the research agenda in these areas, ultimately pushing the field in new directions. The Handbook's chapters are organized into parts addressing the theoretical components, key issues, analytical tools, and future directions for research. With its unparalleled breadth of content from expert authors, the Handbook provides background knowledge of the various theoretical dimensions and historical paradigms, and establishes the direction for the next phases of research in this evolving arena of study. Updates include the rise of mobile and social media, globalization, audience fragmentation and big data.

Behold the Proverbs of a People

Proverbial Wisdom in Culture, Literature, and Politics

[Univ. Press of Mississippi](#) The thirteen chapters of this book comprise an intriguing and informative entry into the world of proverb scholarship, illustrating that proverbs have always been and continue to be wisdom's international currency. The first section of the book focuses on the field of paremiology (proverb studies) in general, the spread of Anglo-American proverbs in Europe, and the phenomenon of modern proverbs. The second section analyzes the use of proverbs in the world of politics, including a chapter on President Obama, while the third concentrates on the uses of proverbs in literature. The final section ends with detailed cultural studies of the origin, history, dissemination, use, function, and meaning of specific proverbs. Noted scholar Wolfgang Mieder shows that proverbs matter in culture, literature, and politics. Proverbs remain part and parcel of oral and written communication, and, he demonstrates, they deserve to be studied from a range of viewpoints. While various chapters deal with a variety of issues and approaches, they cohere through a rhetorical perspective that looks at the text, texture, and context of proverbs as speech acts that make a noteworthy impact on culture and society. Whether proverbs appear in everyday speech, on the radio, on television, in films, on the pages of newspapers or magazines, in advertisements, in literary works, or in political speeches, they serve as formulaic verbal devices to add authoritative weight through tradition, convention, and wisdom.