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KEY=MANAGEMENT - SHANNON MCINTYRE

Consumer Behavior Building Marketing Strategy Breakthrough Marketing Plans How to Stop Wasting Time and Start Driving Growth Springer Almost every company creates a marketing plan each year, and many spend hundreds of employee hours researching, preparing and presenting their tomes to senior executives. But most marketing plans are a waste of time; they are too long, too complicated and too dense. They end up sitting on a shelf, unread and unrealized. **Breakthrough Marketing Plans** is an essential tool for people who create marketing plans and people who review them. The book provides simple, clear frameworks that are easy to apply, and highlights why marketing plans matter, where they go wrong and how to create a powerful plan that will help build a strong, profitable business. **Agribusiness Management Routledge Agribusiness Management** uses four specific approaches to help readers develop and enhance their capabilities as agribusiness managers. First, this edition of the book offers a contemporary focus that reflects the issues that agribusiness managers face both today and are likely to face tomorrow. Specifically, food sector firms and larger agribusiness firms receive more attention in this edition, reflecting their increasing importance as employers of food and agribusiness program graduates. Second, the book presents conceptual material in a pragmatic way with illustrations and examples that will help the reader understand how a specific concept works in practice. Third, the book has a decision-making emphasis, providing contemporary tools that readers will find useful when making decisions in the contemporary business environment. Finally, **Agribusiness Management** offers a pertinent set of discussion questions and case studies that will allow the reader to apply the material covered in real-world situations. **International Marketing: Analysis And Strategy 3Rd Ed. Investment Valuation Tools and Techniques for Determining the Value of Any Asset John Wiley & Sons** Valuation is a topic that is extensively covered in business degree programs throughout the country. Damodaran's revisions to "Investment Valuation" are an addition to the needs of these programs. **Marketing and Managing Tourism Destinations Routledge Marketing and Managing Tourism Destinations** is a comprehensive and integrated introductory textbook covering both destination marketing and destination management in one volume. It focuses on how destination management is planned, implemented and evaluated as well as the management and operations of destination management organizations (DMOs), how they conduct business, major opportunities, challenges and issues they face to compete for the global leisure and business travel markets. This second edition has been updated to include: • A new chapter on visitor management that includes a section on crisis and disaster management • New material on destination leadership and coordination • New and revised content on digital marketing • New and updated international case examples throughout to show the practical realities and approaches to managing different destinations around the world. It is illustrated in full colour and packed with features to encourage reflection on main themes, spur critical thinking and show theory in practice. Written by an author with many years of industry practice, university teaching and professional training experience, this book is the essential guide to the subject for tourism, hospitality and events students and industry practitioners alike. **Managing Electronic Media Making, Moving and Marketing Digital Content Taylor & Francis** This college-level media management textbook reflects the changes in the media industries that have occurred in the past decade. Today's managers must address new issues that their predecessors never faced, from the threats of professional piracy and casual copying of digital media products, to global networks, on-demand consumption, and changing business models. The book explains the new new vocabulary of media moguls, such as bandwidth, digital rights management, customer relations management, distributed work groups, centralized broadcast operations, automated playlists, server-based playout, repurposing, mobisodes, TV-to-DVD, and content management. The chapters logically unfold the ways that managers are evolving their practices to make content, market it, and deliver it to consumers in a competitive, global digital marketplace. In addition to media companies, this book covers management processes that extend to all content-producing organizations, because today's students are as likely to produce high-quality video and Web video for ABC Computer Sales as they are for the ABC Entertainment Television Network. **Applied Business Statistics Juta Academic Applied Business Statistics: Methods and Excel-based applications (second edition)** is an introductory Statistics text written specifically for Management students who require an understanding of the role of Statistics in analysing business data in fields such as Marketing, Finance, Human Resources, Production and Logistics. The primary focus of this text is to empower management students with statistical decision making skills so that they become active participants rather than passive observers in business situations where statistical findings are reported and discussed as part of a management decision making process. The text is divided into three major sections: „h exploratory data analysis „h statistical inferences, and „h statistical modelling. Each section focuses on a different role of Statistics as a decision support tool. Emphasis is therefore placed on: „h the data requirements for the various techniques and issues of data quality „h indentifying likely application areas through numerous illustrative examples „h noting the limitations of techniques for decision analysis, and the valid management interpretation of statistical findings. A new feature of this edition of Applied Business Statistics is the use of computer software such as Excel to perform statistical analysis. Excel's statistical capabilities are illustrated through numerous worked examples found in the text. Students are given the opportunity to familiarize themselves with Excel's statistical capabilities by applying them to data sets of business problems, which are available on the accompanying CD. Students can monitor their learning with the help of the exercises at the end of every chapter. Each statistical technique is developed through business-related worked examples drawn from the author's diverse work experiences as a statistical consultant. In this way, a student can readily grasp the basic concept of the technique as well as see how it would be applied in practice. This combination of method and application should prove helpful to both student and lecturer. With a working knowledge of Excel, students can become managers who are able to design and conduct their own statistical analysis in the workplace. **Applied Business Statistics** is therefore accessible to all students, as only a basic level of mathematical ability is required to work through this book. **Global Wine Tourism Research, Management and Marketing CABI** Wine regions are attracting increasing numbers of tourists through tours, wine festivals and events, and winery, restaurant and cellar door experiences. Using a host of case studies from Europe, North America, South Africa, Australia and New Zealand this book reviews the latest wine tourism research and management and marketing strategies. The book highlights the lessons learnt for wine, tourism and related industries and concludes by examining the future of the wine tourism industry. **English for Marketing and Advertising Oxford University Press, USA** An expanding series of short, specialist English courses for different professions, work skills, and industries. **Customer Relationship Management Strategies in the Digital Era IGI Global** In today's global economy, social media and technological advances have changed the way businesses interact with their clientele. With new forms of communication and IT practices, companies seek innovative practices for maintaining their consumer loyalty. **Customer Relationship Management Strategies in the Digital Era** blends the literature from the fields of marketing and information technology in an effort to examine the effect that technological advances have on the interaction between companies and their customers Through chapters and case studies, this publication discusses the importance of achieving competitive advantage through implementing relationship marketing practices and becoming consumer-centric. This publication is an essential reference source for researchers, professionals, managers, and upper level students interested in understanding customer loyalty in a technology-focused society. **Project Management, Planning and Control Managing Engineering, Construction and Manufacturing Projects to PMI, APM and BSI Standards Butterworth-Heinemann** A comprehensive book on project management, covering all principles and methods with fully worked examples, this book includes both hard and soft skills for the engineering, manufacturing and construction industries. Ideal for engineering project managers considering obtaining a Project Management Professional (PMP) qualification, this book covers in theory and practice, the complete body of knowledge for both the Project Management Institute (PMI) and the Association of Project Management (APM). Fully aligned with the latest 2005 updates to the exam syllabi, complete with online sample Q&A, and updated to include the latest revision of BS 6079 (British Standards Institute Guide to Project Management in the Construction Industry), this book is a complete and valuable reference for anyone serious about project management. • The complete body of knowledge for project management professionals in the engineering, manufacturing and construction sectors • Covers all hard and soft topics in both theory and practice for the newly revised PMP and APMP qualification exams, along with the latest revision of BS 6079 standard on project management in the construction industry • Written by a qualified PMP exam accreditor and accompanied by online Q&A resources for self-testing **An Introduction to Health Policy A Primer for Physicians and Medical Students Springer Science & Business Media** Based on the current climate of our nation's finances and healthcare spending, it is clear that young doctors and medical students are likely to see a dramatic transformation of the manner in which America offers medical care to its citizens over the course of their careers. As such, it is pivotal that the next generation of America's leaders on the front lines of medicine develop a sense of where healthcare has evolved from and future potential directions of change. **An Introduction to Health Policy: A Primer for Physicians and Medical Students** is the first of its kind: a book written by doctors for doctors in order to allow busy physicians and medical students to quickly develop an understanding of the key issues facing American healthcare. This book seeks to efficiently and effectively educate physicians and medical students in a clinical context that they can understand on the past, present, and potential future issues in healthcare policy and the evolution of American healthcare. The reader will walk away from the book with the ability to discuss the fundamental issues in American healthcare with ease. **Research Handbook on the Regulation of Mutual Funds Edward Elgar Publishing** With fifty trillion in worldwide assets, the growth of mutual funds is a truly global phenomenon and deserves a broad international analysis. Local political economies and legal regimes create different regulatory preferences for the oversight of these funds, and academics, public officials, and legal practitioners wishing to understand the global investing environment will require a keen awareness of these international differences. The contributors, leading scholars in the field of investment law from around the world, provide a current legal analysis of funds from a variety of perspectives and using an array of methodologies that consider the large fundamental

questions governing the role and regulation of investment funds. This volume also explores the identity and behavior of investors as well as issues surrounding less orthodox funds, such as money market funds, ETFs, and private funds. This Handbook will provide legal and financial scholars, academics, lawyers and regulators with a vital tool for working with mutual funds. The Visible Hand The Managerial Revolution in American Business Harvard University Press Examines the processes of production and distribution in the U.S. and the ways in which their management has become increasingly systematized Effective Succession Planning Ensuring Leadership Continuity and Building Talent from Within AMACOM William Rothwell honored with the ASTD Distinguished Contribution Award in Workplace Learning and Performance. The definitive guide to a timely and timeless topic-- now fully revised and updated. As baby boomers continue to retire en masse from executive suites, managerial offices, and specialized or technical jobs, the question is—who will take their places? This loss of valuable institutional memory has made it apparent that no organization can afford to be without a strong succession program. Now in its fourth edition, Effective Succession Planning provides the tools organizations need to establish, revitalize, or revise their own succession planning and management (SP&M) programs. The book has been fully updated to address challenges brought on by sea changes such as globalization, recession, technology, and the aftereffects of the terror attacks. It features new sections on identifying and assessing competencies and future needs; management vs. technical succession planning; and ethics and conduct; and new chapters on integrating recruitment and retention strategies with succession planning programs. This edition incorporates the results of two extensive new surveys, and includes a Quick Start guide to help begin immediate implementation as well as a CD-ROM packed with assessments, checklists, customizable guides, and other practical tools. Why Don't Students Like School? A Cognitive Scientist Answers Questions About How the Mind Works and What It Means for the Classroom John Wiley & Sons Easy-to-apply, scientifically-based approaches for engaging students in the classroom Cognitive scientist Dan Willingham focuses his acclaimed research on the biological and cognitive basis of learning. His book will help teachers improve their practice by explaining how they and their students think and learn. It reveals the importance of story, emotion, memory, context, and routine in building knowledge and creating lasting learning experiences. Nine, easy-to-understand principles with clear applications for the classroom Includes surprising findings, such as that intelligence is malleable, and that you cannot develop "thinking skills" without facts How an understanding of the brain's workings can help teachers hone their teaching skills "Mr. Willingham's answers apply just as well outside the classroom. Corporate trainers, marketers and, not least, parents -anyone who cares about how we learn-should find his book valuable reading." —Wall Street Journal Global Marketing Strategy 4an 4executive Digest Springer Nature This book has been written for experienced managers and students in postgraduate programs, such as MBA or specialized masters programs. In a systematic yet concise manner, it addresses all major issues companies face when conducting business across national and cultural boundaries, including assessing and selecting the most promising overseas markets, evaluating market entry alternatives, and examining the forces that drive adaptation versus standardization of the marketing mix. It looks at the various global marketing challenges from a strategic perspective and also addresses topics not usually found in international marketing texts, such as aligning marketing strategies with global organizational structures and managing the relationship between national subsidiaries, regional headquarters, and global headquarters, as well as corporate social responsibility challenges and pertinent future trends that are likely to affect global business. GMAT Critical Reasoning Simon and Schuster "Learn how to identify question types, simplify arguments, and eliminate wrong answers efficiently and confidently. Practice the logic skills tested by the GMAT and master proven methods for solving all Critical Reasoning problems"---Page 4 of cover. Start-up Nation The Story of Israel's Economic Miracle Twelve START-UP NATION addresses the trillion dollar question: How is it that Israel-- a country of 7.1 million, only 60 years old, surrounded by enemies, in a constant state of war since its founding, with no natural resources-- produces more start-up companies than large, peaceful, and stable nations like Japan, China, India, Korea, Canada and the UK? With the savvy of foreign policy insiders, Senor and Singer examine the lessons of the country's adversity-driven culture, which flattens hierarchy and elevates informality-- all backed up by government policies focused on innovation. In a world where economies as diverse as Ireland, Singapore and Dubai have tried to re-create the "Israel effect", there are entrepreneurial lessons well worth noting. As America reboots its own economy and can-do spirit, there's never been a better time to look at this remarkable and resilient nation for some impressive, surprising clues. Festival and Special Event Management, Essentials Edition John Wiley & Sons Allen's Festival and Special Event Management, Essentials Edition serves as a concise yet comprehensive, step-by-step handbook for modern event management. This Essentials edition gives students contemporary lessons and insights that they can relate to. It brings theory to life through copious practical examples, illustrative diagrams and unique case studies demonstrating best practices and pitfalls. Industry experts from across APAC's event planning sector have contributed content to key contemporary topics including sustainability, risk management, project management and strategic alignment to client goals. This edition also features Wiley's Future Student Guide, a unique tool which provides expert and practical advice on career preparedness making for more future-ready graduates. Fundamentals of Relational Database Management Systems Springer This book provides comprehensive coverage of fundamentals of database management system. It contains a detailed description on Relational Database Management System Concepts. There are a variety of solved examples and review questions with solutions. This book is for those who require a better understanding of relational data modeling, its purpose, its nature, and the standards used in creating relational data model. Managing the Causes of Work-related Stress A Step-by-step Approach Using the Management Standards Based on the Management Standards, this new guide will help you, your employees and their representatives manage the issue sensibly and minimise the impact of work-related stress on your business. It might also help you improve how your organisation performs. Global Environment Outlook - GEO-6: Healthy Planet, Healthy People Cambridge University Press Published to coincide with the Fourth United Nations Environmental Assembly, UN Environment's sixth Global Environment Outlook calls on decision makers to take bold and urgent action to address pressing environmental issues in order to protect the planet and human health. By bringing together hundreds of scientists, peer reviewers and collaborating institutions and partners, the GEO reports build on sound scientific knowledge to provide governments, local authorities, businesses and individual citizens with the information needed to guide societies to a truly sustainable world by 2050. GEO-6 outlines the current state of the environment, illustrates possible future environmental trends and analyses the effectiveness of policies. This flagship report shows how governments can put us on the path to a truly sustainable future - emphasising that urgent and inclusive action is needed to achieve a healthy planet with healthy people. This title is also available as Open Access on Cambridge Core. Getting Started in Transmedia Storytelling A Practical Guide for Beginners 2nd Edition CreateSpace This is the second edition of Robert Pratten's massively popular Getting Started in Transmedia Storytelling. It's a practical guide to developing cross-platform and pervasive entertainment written by a thought-leader and early practitioner. Whether you're a seasoned pro or a complete newbie, this book is filled with tips and insights gained from years of work in multi-platform interactive storytelling. The Mom Test How to talk to customers & learn if your business is a good idea when everyone is lying to you Robfitz Ltd The Mom Test is a quick, practical guide that will save you time, money, and heartbreak. They say you shouldn't ask your mom whether your business is a good idea, because she loves you and will lie to you. This is technically true, but it misses the point. You shouldn't ask anyone if your business is a good idea. It's a bad question and everyone will lie to you at least a little . As a matter of fact, it's not their responsibility to tell you the truth. It's your responsibility to find it and it's worth doing right . Talking to customers is one of the foundational skills of both Customer Development and Lean Startup. We all know we're supposed to do it, but nobody seems willing to admit that it's easy to screw up and hard to do right. This book is going to show you how customer conversations go wrong and how you can do better. Design Is The Problem The Future of Design Must Be Sustainable Rosenfeld Media Design makes a tremendous impact on the produced world in terms of usability, resources, understanding, and priorities. What we produce, how we serve customers and other stakeholders, and even how we understand how the world works is all affected by the design of models and solutions. Designers have an unprecedented opportunity to use their skills to make meaningful, sustainable change in the world—if they know how to focus their skills, time, and agendas. In Design is the Problem: The Future of Design Must be Sustainable, Nathan Shedroff examines how the endemic culture of design often creates unsustainable solutions, and shows how designers can bake sustainability into their design processes in order to produce more sustainable solutions. Regulation and Supervision of the OTC Derivatives Market Routledge The over-the-counter (OTC) derivatives market has captured the attention of regulators after the Global Financial Crisis due to the risk it poses to financial stability. Under the post-crisis regulatory reform the concentration of business, and risks, among a few major players is changed by the concentration of a large portion of transactions in the new market infrastructures, the Central Counterparties (CCPs). This book, for the first time, analyses the regulatory response of the United Kingdom and the United States, the two largest centres of OTC derivatives transactions, and highlights their shortcomings. The book uses a normative risk-based approach to regulation as a methodological lens to analyse the UK regime of CCPs in the OTC derivatives market. It specifically focuses on prudential supervision and conduct of business rules governing OTC derivatives transactions and the move towards enhancing the use of central clearing. The resulting analysis, from a normative risk based approach, suggests that the UK regime for CCPs does not fulfil what would be expected if a coherent risk based approach was taken. Our comments on the Dodd-Frank Act highlight that the incoherent adoption of risk-based approach to regulation affects the effectiveness of the US regime for CCPs. Such a regime does not follow the pace of events of 'innovation risk'; in particular, the foreseeable changes FinTech will bring to the OTCDM and central clearing services. The second inadequacy of the US regime concerns the dual regulatory structure of the CFTC and the SEC, and the inadequate adoption of different and not well-coordinated regulatory strategies. We also analyse the cross-border implications of the US regime for non-US CCPs that provide clearing services to US market participants. Finally, we study the negative effects of the absence of a clearly defined resolution regime for CCPs. Deep Learning with Python Simon and Schuster Summary Deep Learning with Python introduces the field of deep learning using the Python language and the powerful Keras library. Written by Keras creator and Google AI researcher François Chollet, this book builds your understanding through intuitive explanations and practical examples. Purchase of the print book includes a free eBook in PDF, Kindle, and ePub formats from Manning Publications. About the Technology Machine learning has made remarkable progress in recent years. We went from near-unusable speech and image recognition, to near-human accuracy. We went from machines that couldn't beat a serious Go player, to defeating a world champion. Behind this progress is deep learning—a combination of engineering advances, best practices, and theory that enables a wealth of previously impossible smart applications. About the Book Deep Learning with Python introduces the field of deep learning using the Python language and the powerful Keras library. Written by Keras creator and Google AI researcher François Chollet, this book builds your understanding through intuitive explanations and practical examples. You'll explore challenging concepts and practice with applications in computer vision, natural-language processing, and generative models. By the time you finish, you'll have the knowledge and hands-on skills to apply deep learning in your own projects. What's Inside Deep learning from first principles Setting up your own deep-learning environment Image-classification models Deep learning for text and sequences Neural style transfer, text generation, and image generation About the Reader Readers need intermediate Python skills. No previous experience with Keras, TensorFlow, or machine learning is required. About the Author François Chollet works on deep learning at Google in Mountain View, CA. He is the creator of the Keras deep-learning library, as well as a contributor to the TensorFlow machine-learning framework. He also does deep-learning research, with a focus on computer vision and the application of machine learning to formal reasoning. His papers have been published at major conferences in the field, including the Conference on Computer Vision and Pattern Recognition (CVPR), the Conference and Workshop on Neural Information Processing Systems (NIPS), the International Conference on Learning Representations (ICLR), and others. Table of Contents PART 1 - FUNDAMENTALS OF DEEP LEARNING What is deep learning? Before we begin: the mathematical building blocks of neural networks Getting started with neural networks Fundamentals of machine learning PART 2 - DEEP LEARNING IN PRACTICE Deep learning for

computer vision Deep learning for text and sequences Advanced deep-learning best practices Generative deep learning Conclusions appendix A - Installing Keras and its dependencies on Ubuntu appendix B - Running Jupyter notebooks on an EC2 GPU instance The Routledge Handbook of Hospitality Studies Taylor & Francis In recent years there has been a growing interest in the study of hospitality as a social phenomenon. This interest has tended to arrive from two communities. The first comprises hospitality academics interested in exploring the wider meanings of hospitality as a way of better understanding guest and host relations and its implications for commercial settings. The second comprises social scientists using hosts and guests as a metaphor for understanding the relationship between host communities and guests as people from outside the community - migrants, asylum seekers and illegal immigrants. The Routledge Handbook of Hospitality Studies encourages both the study of hospitality as a human phenomenon and the study for hospitality as an industrial activity embracing the service of food, drink and accommodation. Developed from specifically commissioned original contributions from recognised authors in the field, it is the most up-to-date and definitive resource on the subject. The volume is divided into four parts: the first looks at ways of seeing hospitality from an array of social science disciplines; the second highlights the experiences of hospitality from different guest perspectives; the third explores the need to be hospitable through various time periods and social structures, and across the globe; while the final section deals with the notions of sustainability and hospitality. This handbook is interdisciplinary in coverage and is also international in scope through authorship and content. The 'state-of-the-art' orientation of the book is achieved through a critical view of current debates and controversies in the field as well as future research issues and trends. It is designed to be a benchmark for any future assessment of the field and its development. This handbook offers the reader a comprehensive synthesis of this discipline, conveying the latest thinking, issues and research. It will be an invaluable resource for all those with an interest in hospitality, encouraging dialogue across disciplinary boundaries and areas of study. Effective Public Relations Pearson/Education For courses in Introductory Public Relations. Cutlip & Center offers students the gold standard in public relations, providing the most up-to-date reference in the market. In the new edition, Glen Broom continues the work of Cutlip and Center by providing the most up-to-date reference for students. Rich Dad's Advisors: The ABC's of Property Management What You Need to Know to Maximize Your Money Now Business Plus So you've made your real estate investment, now the question is: How are you going to make it successful? Maximize its potential? MMake it grow? One word: management. Hundreds of thousands know bestselling author Ken McElroy as a real estate investment tycoon. In his new book, he reveals the key to his success, exceptional property management, and teaches you its most important principles, showing you how to fundamentally succeed where others fail. THE ABC'S OF PROPERTY MANAGEMENT tells readers: How to decide when to manage your property and when to hire someone to do it How to implement the right systems and structures for your investment How to manage and maximize cash flow What to expect: a month in the life of an owner-manager How to find the right property manager (and avoid the wrong ones) How to assemble a superior management team. ICMLG2015-The 3rd International Conference on Management, Leadership and Governance ICMLG2015 Academic Conferences and Publishing Limited The conference committee encourages contributions on this wide range of topics through the use of a variety of rigorous approaches, including theoretical and empirical papers employing qualitative, quantitative and critical methods. Action-based research, case studies and work-in-progress/posters are enthusiastically welcomed. PhD research, proposals for roundtable discussions, practitioner contributions and product demonstrations based on the conference themes are also invited. Music Management, Marketing and PR SAGE This book is your guide to the study and practice of music management and the fast-moving music business of the 21st century. Covering a range of careers, organisations, and practices, this expert introduction will help aspiring artists, managers, and executives to understand and succeed in this exciting sector. Featuring exclusive interviews with industry experts and discussions of well-known artists, it covers key areas such as artist development, the live music sector, fan engagement, and copyright. Other topics include: Managing contracts and assembling teams. Using data audits of platforms to adapt campaigns. Shaping opinions about music, musicians, events. How the music industry can be more diverse, inclusive, and equitable for the benefit of all. Working with venues, promoters, booking agents, and tour managers. Branding, sponsorship, and endorsement. Funding, crowdsourcing and royalty collection. Ongoing digital developments such as streaming income and algorithmic recommendation. Balancing the creative and the commercial, it is essential reading for students of music management, music business, and music promotion - and anybody looking to build their career in the music industries. Dr Chris Anderton, Johnny Hopkins, and James Hannam all teach on the BA Music Business at the Faculty of Business, Law and Digital Technologies at Solent University, Southampton, UK. Marketing Strategy Text and Cases Thomson South-Western MARKETING STRATEGY, 6e, International Edition edition emphasizes teaching students to think and act like marketers. It presents strategy from a perspective that guides strategic marketing management in the social, economic, and technological arenas in which businesses function today--helping students develop a customer-oriented market strategy and market plan. Its practical approach to analyzing, planning, and implementing marketing strategies is based on the creative process involved in applying marketing concepts to the development and implementation of marketing strategy. An emphasis on critical thinking enables students to understand the essence of how marketing decisions fit together to create a coherent strategy. Well-grounded in developing and executing a marketing plan, the text offers a complete planning framework, thorough marketing plan worksheets, and a comprehensive marketing plan example for students to follow. The Problem with Work Feminism, Marxism, Antiwork Politics, and Postwork Imaginaries Duke University Press The Problem with Work develops a Marxist feminist critique of the structures and ethics of work, as well as a perspective for imagining a life no longer subordinated to them. Learning from Libraries that Use WordPress Content-management System Best Practices and Case Studies American Library Association Explores the variety of ways libraries are implementing WordPress as a CMS, from simple "out-of-the-box" websites to large sites with many custom features. Emphasizing a library-specific perspective, the authors analyze the software's strengths and weaknesses, spotlighting its advantages over other existing web publishing platforms as well as discussing the limitations libraries have encountered. This useful book shows how scores of libraries have used WordPress to create library websites that are both user friendly and easy to maintain. Rules of Play Game Design Fundamentals MIT Press An impassioned look at games and game design that offers the most ambitious framework for understanding them to date. As pop culture, games are as important as film or television—but game design has yet to develop a theoretical framework or critical vocabulary. In Rules of Play Katie Salen and Eric Zimmerman present a much-needed primer for this emerging field. They offer a unified model for looking at all kinds of games, from board games and sports to computer and video games. As active participants in game culture, the authors have written Rules of Play as a catalyst for innovation, filled with new concepts, strategies, and methodologies for creating and understanding games. Building an aesthetics of interactive systems, Salen and Zimmerman define core concepts like "play," "design," and "interactivity." They look at games through a series of eighteen "game design schemas," or conceptual frameworks, including games as systems of emergence and information, as contexts for social play, as a storytelling medium, and as sites of cultural resistance. Written for game scholars, game developers, and interactive designers, Rules of Play is a textbook, reference book, and theoretical guide. It is the first comprehensive attempt to establish a solid theoretical framework for the emerging discipline of game design. Game Architecture and Design New Riders Pub A guide to computer game design, architecture, and management explores the application of design principles, shares the experiences of game programmers, and offers an overview of game development software. Decolonizing Methodologies Research and Indigenous Peoples Bloomsbury Publishing 'A landmark in the process of decolonizing imperial Western knowledge.' Walter D. Mignolo, Duke University To the colonized, the term 'research' is conflated with European colonialism; the ways in which academic research has been implicated in the throes of imperialism remains a painful memory. This essential volume explores intersections of imperialism and research - specifically, the ways in which imperialism is embedded in disciplines of knowledge and tradition as 'regimes of truth.' Concepts such as 'discovery' and 'claiming' are discussed and an argument presented that the decolonization of research methods will help to reclaim control over indigenous ways of knowing and being. Now in its eagerly awaited second edition, this bestselling book has been substantially revised, with new case-studies and examples and important additions on new indigenous literature, the role of research in indigenous struggles for social justice, which brings this essential volume urgently up-to-date.