

Editorial News

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communications writing and design is an integrated project based introduction to effective writing and design across the persuasive domains of communication build a strong foundation of core writing and design skills using professionally designed examples that illustrate and reinforce key principles readers learn and analyze techniques by creating 15 projects in marketing advertising pr and social media with the help of strategy suggestions practical tips and professional production techniques written by an experienced professional and teacher with a focus on the cross disciplinary nature of contemporary communication work learning is reinforced through a variety of pedagogical features learning objectives helpful mnemonics real life projects and applications chapter references for further study and end of chapter summaries and exercises a companion website with multimedia slides exam questions learning videos and design guides provides additional learning tools for students and instructors

in this new edition brian carroll explores writing and editing for digital media with information about voice style media formats and content development combining hands on exercises with new sections on idea generation multi modal storytelling podcasting and information credibility carroll explains and demonstrates how to effectively write for digital spaces whether crafting a story for a website writing for an app blogging or using social media to expand the conversation each chapter features lessons and exercises through which students can build a solid understanding of the ways that digital communication provides opportunities for dynamic storytelling and multi directional communication updated with contemporary examples and new pedagogy the fourth edition broadens its scope helping digital writers and editors in all fields including public relations marketing and social media management writing and editing for digital media is an ideal handbook for students from all backgrounds who are looking to develop their writing and editing skills for this ever evolving industry

with descriptions of more than 12 000 newsletters in 4 000 different subject areas this comprehensive resource is an invaluable research tool

cyber physical systems cpss consist of software controlled computing devices communicating with each other and interacting with the physical world through sensors and actuators because most of the functionality of a cps is implemented in software the software is of crucial importance for the safety and security of the cps this book presents principle based engineering for the development and operation of dependable software the knowledge in this book addresses organizations that want to strengthen their methodologies to build safe and secure software for mission critical cyber physical systems the book presents a successful strategy for the management of vulnerabilities threats and failures in mission critical cyber physical systems offers deep practical insight into principle based software development 62 principles are introduced and cataloged into five categories business organization general principles safety security and risk management principles provides direct guidance on architecting and operating dependable cyber physical systems for software managers and architects

the new updated edition of the handbook that should be on every copyeditor s desk unstuffy hip and often funny the copyeditor s handbook has become an indispensable resource both for new editors and for experienced hands who want to refresh their skills and broaden their understanding of the craft of copyediting this fourth edition incorporates the latest advice from language authorities usage guides and new editions of major style manuals including the chicago manual of style it registers the tectonic shifts in twenty first century copyediting preparing text for digital formats using new technologies addressing global audiences complying with plain language mandates ensuring accessibility and serving self publishing authors and authors writing in english as a second language the new edition also adds an extensive annotated list of

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in the context of Canada's political landscape Canadian Federalism stands as the leading text on federal institutions and processes analyzing the performance effectiveness and legitimacy of the federation's core components the fifth edition features contributions from twenty experts including six new authors who explore the socio-economic foundations institutions and intergovernmental relations that shape Canadian federalism the book is organized into three parts it examines Canada as a case of comparative federalism explores key social economic and environmental policy areas and reimagines the federation by addressing indigenous multi-level governance and the role of municipalities by employing a common evaluative framework this volume ensures consistency and analytical rigour making it accessible to both students and scholars the authors provide diverse assessments of Canadian federal institutions highlighting different models of federalism under the Justin Trudeau government such as collaborative federalism in certain areas and unilateralism in others in a time of political polarization and calls for reform Canadian Federalism is essential reading for understanding the complexities of Canada's governance and the urgent need for institutional improvements

the first in-depth study of the Indian creative industries this book provides a comprehensive mapping of the Indian creative industries and its policy landscape developing and defining key concepts and terms and offering detailed case studies of specific sectors geographic regions and governance structures using an ecosystem framework this book focuses on strategy policy tangible and intangible infrastructure and funding and investment to understand the main drivers and barriers across nine sub-sector value chains with investment from global brands into many sectors it tracks how Indian creative industries are fostering innovation and design for social and ecological sustainability it also delves into India's informal economy to share key policy insights the volume will be of great interest to scholars and researchers of public policy business studies and South Asian studies it will also be a key document for foreign investors willing to invest in one of the fastest growing and stable economies in the world

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play an important role in hearing screening and the clinical assessment of children and adults the text begins with a succinct overview of oaes and a historical description of their discovery and emergence as a clinical tool otoacoustic emissions distills in 10 chapters the latest information on oaes from basic research to clinical applications the book is concise but comprehensive and covers the essentials of the subject from innovative and up to date perspectives the second edition features updates across all chapters including current research findings and changing perspectives on oae taxonomy important information is highlighted with new and updated illustrations throughout the book the material covered in the book is appropriate for intermediate and advanced students and ideal for practicing audiologists with a focus on practical information needed by the clinical audiologist and an eye to technological developments authors dhar and hall provide an up to date straightforward and clinically focused source of information on oaes

discussing the civilizatory crisis and processes of refeudalization this volume brings into dialogue two of the most creative approaches in olaf kaltmeier and edgardo lander to rethink capitalism in the 21st century in part 1 olaf kaltmeier takes issue with the state of social inequality in the region highlighting the concentration of wealth within the upper 1 of society in latin america comparing the current economic situation with the ancient regime the discussion centers around the new phenomena like billionaires as president increased luxury consumption an emerging culture of distinction and the intensification of land and spatial segregation in part 2 lander urgently assesses the current state and political legacy of the pink tide governments in his essay crisis of civilization reviewing the past two decades of the new millennium lander critiques the failure of these governments to provide alternatives to extractivism and economic dependencies finally hans jürgen burchardt connects the arguments through interviews where both authors sum their efforts to open the issues to future dialogue refeudalization in latin america provides an accessible and thought provoking political diagnosis from the global south which departs from the oft idiosyncratic and cyclical debates of the global north to offer new vocabulary for social change it will interest scholars and students of global studies sociology and political science

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