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SPORTS AND ENTERTAINMENT MARKETING, 5E expertly introduces industry skills from market planning to promotions and selling with popular sports and entertainment industry examples as the foundation for learning marketing concepts. Crucial topics like the channels of distribution, global issues, customer service and economic principles make direct connections to real-life businesses, famous athletes, and celebrities. Students work in teams to build out an expansive marketing portfolio as they apply marketing functions to real-world scenarios and strategies from awards show nominations, to analyzing super bowl ads, to planning successful product endorsements. Chapter content, features, and critical-thinking activities lead students to analyze the merits of marketing roles from influencers to third party social media companies as well as emerging strategies in social networking, data collection, fan engagement and promotions. Features throughout the textbook encourage students to research, solve problems related to exciting industries, and present their findings via group projects and preparation for BPA, DECA, and FBLA competitive events. This edition has been updated to NBEA standards, the Precision Exams Sports and Entertainment Marketing industry certification, and current CTSO performance

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indicators. MindTap for Sports and Entertainment Marketing, 5th edition is the online learning solution for career and technical education courses that helps teachers engage and transform today's students into critical thinkers. Real-time course analytics and an interactive eBook, MindTap helps teachers organize and engage students. Whether you teach this course in the classroom, or in hybrid and distance learning models. MindTap for this title includes current news articles delivered by RSS feeds, digital portfolio instructions, and data analytics as well as study tools like flashcards & practice quizzes. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Literacy and popular culture are intrinsically linked as forms of communication, entertainment, and education. Students are motivated to engage with popular culture through a myriad of mediums for a variety of purposes. Utilizing popular culture to bridge literacy concepts across content areas in K-12 settings offers a level playing field across student groups and grade levels. As concepts around traditional literacy education evolve and become more culturally responsive, the connections between popular culture and disciplinary literacy must be explored. *Disciplinary Literacy Connections to Popular Culture in K-12 Settings* is an essential publication that explores a conceptual framework around pedagogical connections to popular culture. While highlighting a broad range of topics including academic creativity, interdisciplinary storytelling, and skill development, this book is ideally designed for educators,

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curriculum developers, instructional designers, administrative officials, policymakers, researchers, academicians, and students.

Tomorrow's customers need to be targeted today! With emerging technology transforming customer expectations, it's more important than ever to keep a laser focus on the experience companies provide their customers. In *The Customer of the Future*, customer experience futurist Blake Morgan outlines ten easy-to-follow customer experience guidelines that integrate emerging technologies with effective strategies to combat disconnected processes, silo mentalities, and a lack of buyer perspective. Tomorrow's customers will insist on experiences that make their lives significantly easier and better. Companies will win their business not by just proclaiming that customer experience is a priority but by embedding a customer focus into every aspect of their operations. They'll understand how emerging technologies like artificial intelligence (AI), automation, and analytics are changing the game and craft a strategy to integrate them into their products and processes. *The Customer of the Future* explains how today's customers are already demanding frictionless, personalized, on-demand experiences from their products and services, and companies that don't adapt to these new expectations won't last. This book prepares your organization for these increasing demands by helping you do the following: Learn the ten defining strategies for a customer experience-focused company. Implement new techniques to shift the entire company from being product-focused to being customer-focused. Gain insights

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through case studies and examples on how the world's most innovative companies are offering new and compelling customer experiences. Craft a leadership development and culture plan to create lasting change at your organization.

#1 New York Times Bestseller! Get thousands of facts at your fingertips with this essential resource: business, the arts and pop culture, science and technology, U.S. history and government, world geography, sports, and so much more. The World Almanac® is America's bestselling reference book of all time, with more than 83 million copies sold. For more than 150 years, this compendium of information has been the authoritative source for school, library, business, and home. The 2022 edition of The World Almanac reviews the biggest events of 2021 and will be your go-to source for questions on any topic in the upcoming year. Praised as a "treasure trove of political, economic, scientific and educational statistics and information" by The Wall Street Journal, The World Almanac and Book of Facts will answer all of your trivia needs effortlessly. Features include: Special Feature: Coronavirus Pandemic: A special section provides up-to-the-minute information about the world's largest public health crisis in at least a century, providing information on what scientists know about the virus variants—and what still needs to be learned—along with an update on U.S. and global vaccination progress. Statistical data and graphics across dozens of chapters show how the pandemic continues to affect the economy, work, family life, education, and culture. 2021—Top 10 News Topics: The editors of The World Almanac list the top

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stories that held the world's attention in 2021. 2021—Year in Sports: Hundreds of pages of trivia and statistics that are essential for any sports fan, featuring complete coverage of the Olympic Games in Tokyo and the sports world's ongoing adaptations to the coronavirus pandemic, and much more. 2021—Year in Pictures: Striking full-color images from around the world in 2021, covering news, entertainment, science, and sports. 2021—Offbeat News Stories: The World Almanac editors found some of the strangest news stories of the year. World Almanac Editors' Picks: Time Capsule: The World Almanac lists the items that most came to symbolize the year 2021, from news and sports to pop culture. World Almanac Editors' Picks: Memorable Sports Scandals: From a trash-can banging, sign-stealing scandal to the doping of horses and humans, World Almanac editors select some of the sports world's biggest black marks from the last 20 years. The World at a Glance: This annual feature of The World Almanac provides a quick look at the surprising stats and curious facts that define the changing world. The Biden Administration: Complete coverage of the presidential transition in Washington, DC, including cabinet-level leadership and the filling of other key administration roles. Other New Highlights: First data available from the 2020 Census, congressional appropriation and redistricting, the legacy of the Trump Administration, and much more.

The ebook edition of this title is Open Access, thanks to Knowledge Unlatched funding, and freely available to read online. This book investigates the profound effects 21st

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century digital technology is having on our individual and collective lives and seeks to confront the realities of a new digital age.

Create, Produce, Consume explores the cycle of musical experience for musicians, professionals, and budding entrepreneurs looking to break into the music industry. Building on the concepts of his previous book, *Making Money, Making Music*, David Bruenger provides readers with a basic framework for understanding the relationships between the artist and audience and the producer consumer by examining the methods underlying creation-production-reception and creation-consumption-compensation. Each chapter offers a different perspective on the processes and structures that lead listeners to discover, experience, and interact with music and musical artists. Through case studies ranging from Taylor Swift's refusal to allow her music to be streamed on Spotify to the rise of artists supported through sites like Patreon, Bruenger offers highly relevant real-world examples of industry practices that shape our encounters with music. *Create, Produce, Consume* is a critical tool for giving readers the agile knowledge necessary to adapt to a rapidly changing music industry. Graphs, tables, lists for additional reading, and questions for further discussion illustrate key concepts. Online resources for instructors and students will include sample syllabi, lists for expanded reading, and more.

An essential resource that contains a contemporary overview of the concept of social control and its main approaches *The Handbook of Social Control* offers a

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comprehensive review of the concepts of social control in today's environment and focuses on the most relevant theories associated with social control. With contributions from noted experts in the field across 32 chapters, the depth and scope of the Handbook reflects the theoretical and methodological diversity that exists within the study of social control. Chapters explore various topics including: theoretical perspectives; institutions and organizations; law enforcement; criminal justice agencies; punishment and incarceration; surveillance; and global developments. This Handbook explores a variety of issues and themes on social control as being a central theme of criminological reflection. The text clearly demonstrates the rich heritage of the major relevant perspectives of social control and provides an overview of the most important theories and dimensions of social control today. Clarifies the most salient theoretical and conceptual issues involved with the social-scientific study of social control Considers the various societal organizations and agencies that are involved with the planning and execution of social control mechanisms Includes information on the history of incarceration, the dynamics of prison culture, the problem of mass incarceration, the resistance of abolitionism, and the death penalty Discusses the dynamics of border control and immigration policies Written for academics, undergraduate, and graduate students in the fields of criminology, criminal justice, and sociology, The Handbook of Social Control is an indispensable resource that explores a contemporary view of the concept of social control.

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From Twitter to Reddit, Facebook, and WhatsApp – social media is a part of modern everyday life. Studying the language used on social media platforms presents great opportunities as well as challenges to corpus linguists. The contributions in *Corpus Approaches to Social Media* address technical, ethical, and methodological issues by showcasing in-depth social media studies as conducted by corpus scholars. The chapters are based on a variety of social media platforms and include corpus perspectives on the language of online communities, linguistic variation in short media texts, and the role of images in computer-mediated communication. A particularly strong point of the collection are the detailed accounts of the methodological aspects of working with social media corpora. The volume features research applying traditional corpus linguistic methods to social media data as well as novel and innovative research methods for the analysis of multimodal material and atypical corpus texts.

The *Oxford Handbook of Music and Advertising* is an essential guide to the crucial role that music plays in relation to the audio or audiovisual advertising message, from the perspectives of its creation, interpretation, and reception. The book's unique three-part organization reflects this life cycle of an advertisement, from industry inception to mass-mediated text to consumer behaviour. Experts well versed in the practice, analysis, and empirical studies of the commercial message have contributed to the collection's forty-two chapters, which collectively represent the most ambitious and comprehensive attempt to date to address the important intersections of music and advertising.

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Handbook chapters are self-contained yet share borders with other contributions within a given section and across the major sections of the book, so readers can either study one topic of particular interest or read through to gain an understanding of the broader issues at stake. Within the book's Introduction, each editor has provided an overview of the unifying themes for the section for which they were responsible, with brief summaries of individual contributions at the beginnings of the sections. The lists of recommended readings at the end of chapters are intended to assist readers in finding further literature about the topic. An overview of industry practices by a music insider is provided in the Appendix, giving context for the three parts of the book.

#1 New York Times Bestseller! Get thousands of facts at your fingertips with this essential resource: business, the arts and pop culture, science and technology, U.S. history and government, world geography, sports, and so much more. The World Almanac® is America's bestselling reference book of all time, with more than 83 million copies sold. For more than 150 years, this compendium of information has been the authoritative source for school, library, business, and home. The 2021 edition of The World Almanac reviews the biggest events of 2020 and will be your go-to source for questions on any topic in the upcoming year. Praised as a "treasure trove of political, economic, scientific and educational statistics and information" by The Wall Street Journal, The World

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Almanac and Book of Facts will answer all of your trivia needs effortlessly. Features include: 2020 Election Results: The World Almanac provides a comprehensive look at the entire 2020 election process, from the roller coaster of the early primaries to state and county presidential voting results and coverage of House, Senate, and gubernatorial races. 2020 Coronavirus Pandemic: A special section provides up-to-the-minute information about the world's largest public health crisis in at least a century, providing information on what scientists know about the virus so far—and what still needs to be learned—along with an update on vaccine progress, statistical data and graphics, and useful practical measures for readers. World Almanac Editors' Picks: Memorable Summer Olympic Moments: The World Almanac took a look back at past editions of the Olympic Summer Games to create a highlight reel of memorable moments to tide sports fans over until Tokyo in 2021. 2020—Top 10 News Topics: The editors of The World Almanac list the top stories that held the world's attention in 2020. 2020—Year in Sports: Hundreds of pages of trivia and statistics that are essential for any sports fan, featuring complete coverage of the sports world's response to the COVID-19 pandemic, a preview of the Olympic Games in Tokyo, and much more. 2020—Year in Pictures: Striking full-color images from around the world in 2020, covering news, entertainment, science, and sports. 2020—Offbeat News

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Stories: The World Almanac editors found some of the strangest news stories of the year. World Almanac Editors' Picks: Time Capsule: The World Almanac lists the items that most came to symbolize the year 2020, from news and sports to pop culture. The World at a Glance: This annual feature of The World Almanac provides a quick look at the surprising stats and curious facts that define the changing world. Statistical Spotlight: This annual feature highlights statistics relevant to the biggest stories of the year. These data provide context to give readers a fresh perspective on important issues. Other New Highlights: Newly available statistics on how the COVID-19 pandemic and widespread shutdowns have affected businesses, air quality, employment, education, families' living situations and access to food, and much more.

In the newly revised 19th Edition of Contemporary Business, a distinguished team of business experts delivers an accessible and intuitive introduction to central concepts in business and management. Designed to engage with and cultivate interest in the world of business, the book explores topics as varied as entrepreneurship, promotion and pricing strategies, the role of technology in modern business, and customer-driven marketing.

This book's innovation is distilling the challenges stemming from higher education's need for new ways of doing the business of education and social

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justice to survive the accelerating industry shakeout in a new way.

We negotiate every day, as managers or lawyers, parents, friends, and citizens. Decades of research have generated an abundance of knowledge about how to negotiate but this research also tells us that we still fall far short of our abilities. Much less has been written about how to learn to negotiate. Comprehensively addressing both of these questions, this new textbook combines practitioner guidance with empirical research to teach negotiation as a skill that can be learned and mastered. Leaving behind the typical quick-fix solutions of the rulebook approach to negotiation, Berkel backs up his practical advice with a wealth of examples, case studies, and graphic illustrations. This is an invaluable book for MBA, law and other professional students, as well as executives seeking to develop and improve their skills in negotiation.

This volume provides a critical view of the nature and quality of political and civic communication on Twitter. The introduction lays out the current state of research, showing the continuum of views, from the more optimistic to more pessimistic, regarding the platform's potential to facilitate civic conversations. The eleven empirical case studies in the book provide new insights, addressing a variety of topics through a diverse array of methodological approaches. Together, the chapters provide a counter position to recent studies that offer more celebratory

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assessments of Twitter's potential. The book draws attention to the chaotic, insular, uncivil, and emotionally charged nature of debate and communication on Twitter.

Get inside the head of one of the most influential musicians of our time with this collection of her most inspiring and revealing quotes. The quotations in this book have been carefully curated from Taylor Swift's numerous public statements—interviews, op-eds, social media posts, and more. It's a comprehensive picture of her meteoric rise to the top, her ever-savvy business sense, and her increasingly forthright perspective on the music world and beyond. Swift's catchy, chart-topping songs have propelled her to become one of the bestselling musicians of all time. But in the more than fifteen years she's been making music, she has also amassed enough power to buck the norms of an industry notorious for controlling the images of its often very young female artists. She's stood up for herself and for other artists, championing their rights to fair royalties, and inspired tens of thousands of fans to register to vote. Swift's achievements have earned her spots on both Forbes's Most Powerful Women and Time's 100 Most Influential People lists. Now, for the first time, you can find her most inspirational, thought-provoking quotes in one place.

Harness the power of your wardrobe to achieve your dreams with this timely take

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on personal style from a world-renowned fashion psychologist. You may get dressed every day without really thinking about what you're putting on, but did you know that what you wear has a powerful effect on how you feel? Or that your clothes influence the way others perceive you? By making a few adjustments to your wardrobe, and learning to style from the inside out, you'll not only elevate your look, but level up your entire life. Dawnn Karen is a pioneer in the field of fashion psychology, and she has spent years studying the relationship between attire and attitude. In *Dress Your Best Life* she goes far beyond well-known makeover advice, pushing you to ask yourself: Are my clothing choices hurting me or helping me to achieve my life goals? Her book will help you discover your unique style story, become a smarter shopper, use color to your advantage, match moods to clothing choices, and embrace new or different standards of beauty. This knowledge is a power that you'll exercise every time you open your closet door or walk into an important meeting in just the right outfit. Packed with practical tips and cutting-edge advice, *Dress Your Best Life* will teach you to harness the power of fashion for the life you want to live.

Argumentation in Everyday Life provides you with the tools you need to argue effectively in the classroom and beyond. Jeffrey P. Mehlretter Drury offers rich coverage of theory while balancing everyday applicability, allowing you to use

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your skills soundly. Drury introduces the fundamentals of constructing and refuting arguments using the Toulmin model and ARG conditions (Acceptability, Relevance, and Grounds). Numerous real-world examples are connected to the theories of rhetoric and argumentation discussed—enabling you to practice and apply the content in personal, civic, and professional contexts, as well as traditional academic debates. Encouraging self-reflection, this book empowers you to find your voice and create positive change through argumentation in everyday life.

This *Must Be The Place* is the first architectural history of popular music performance space, describing its beginnings, its different typologies, and its development into a distinctive genre of building design. It examines the design and form of popular music architecture and charts how it has been developed in ad-hoc ways by non-professionals such as building owners, promoters, and the musicians themselves as well as professionally by architects, designers, and construction specialists. With a primary focus on Europe and North America (and excursions to Australia, the Far East and South America), it explores audience experience and how venues have influenced the development of different musical scenes. From music halls and Vaudeville in the 1800s, via the seminal clubs and theatres of the 20th century, to the large-scale multi-million-dollar

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arena concerts of today, this book explores the impact that the use of private and public space for performance has on our cities' urban identity, and, to a lesser extent, how rural space is perceived and used. Like architecture, popular music is neither static nor standardized; it continuously develops and has multiple strands. *This Must Be The Place* describes the factors that have determined the development of music venue architecture, focusing on both famous and less well-known examples from the smallest bar room music space to the largest stadium-filling rock set.

(Easy Guitar). Taylor's 2017 album release continues her chart-topping success, debuting on the Billboard 200 chart at number 1, led by the previously released singles "Look What You Made Me Do" and "...Ready for It." Our songbook features these 2 songs plus 13 more: Call It What You Want * Dancing with Our Hands Tied * Delicate * Don't Blame Me * Dress * End Game * Getaway Car * Gorgeous * I Did Something Bad * King of My Heart * New Year's Day * So It Goes... * This Is Why We Can't Have Nice Things.

NEW YORK TIMES BESTSELLER • 80 recipes inspired by the magical world of *Dungeons & Dragons* "Ready a tall tankard of mead and brace yourself for a culinary journey to match any quest!"—Tom Morello, *Rage Against the Machine* From the D&D experts behind *Dungeons & Dragons Art & Arcana* comes a

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cookbook that invites fantasy lovers to celebrate the unique culinary creations and traditions of their favorite fictional cultures. With this book, you can prepare dishes delicate enough to dine like elves and their drow cousins or hearty enough to feast like a dwarven clan or an orcish horde. All eighty dishes—developed by a professional chef—are delicious, easy to prepare, and composed of wholesome ingredients readily found in our world. Heroes' Feast includes recipes for snacking, such as Elven Bread, Iron Rations, savory Hand Pies, and Orc Bacon, as well as hearty vegetarian, meaty, and fish mains, such as Amphail Braised Beef, Hommet Golden Brown Roasted Turkey, Drow Mushroom Steaks, and Pan-Fried Knucklehead Trout—all which pair perfectly with a side of Otik's famous fried spiced potatoes. There are also featured desserts and cocktails—such as Heartlands Rose Apple and Blackberry Pie, Trolltide Candied Apples, Evermead, Potion of Restoration, and Goodberry Blend—and everything in between, to satisfy a craving for any adventure.

We are all guilty of it. We call people terrible names in conversation or online. We vilify those with whom we disagree, and make bolder claims than we could defend. We want to be seen as taking the moral high ground not just to make a point, or move a debate forward, but to look a certain way--incensed, or compassionate, or committed to a cause. We exaggerate. In other words, we

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grandstand. Nowhere is this more evident than in public discourse today, and especially as it plays out across the internet. To philosophers Justin Tosi and Brandon Warmke, who have written extensively about moral grandstanding, such one-upmanship is not just annoying, but dangerous. As politics gets more and more polarized, people on both sides of the spectrum move further and further apart when they let grandstanding get in the way of engaging one another. The pollution of our most urgent conversations with self-interest damages the very causes they are meant to forward. Drawing from work in psychology, economics, and political science, and along with contemporary examples spanning the political spectrum, the authors dive deeply into why and how we grandstand. Using the analytic tools of psychology and moral philosophy, they explain what drives us to behave in this way, and what we stand to lose by taking it too far. Most importantly, they show how, by avoiding grandstanding, we can re-build a public square worth participating in.

What is the alt-right? What do they believe, and how did they take center stage in the American social and political consciousness? Historian Alexandra Minna Stern excavates the alt-right memes that have erupted online and digs to the root of the far right's motivations: their deep-seated fear of an oncoming "white genocide" that can only be remedied through aggressive action to reclaim white

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power. The alt-right has expanded significantly throughout America’s cultural, political, and digital landscapes: racist, sexist, and homophobic beliefs that were previously unspeakable have become commonplace, normalized, and accepted—endangering American democracy and society as a whole. When asked to address the Proud Boys and growing far right violence, President Trump directed the group to “stand back and stand by;” and just two weeks before President Joe Biden’s inauguration, a white supremacist mob breached the US Capitol—earning praise from the Proud Boys leader amongst threats of future violence. In order to dismantle the destructive movement that has invaded our public consciousness and threatens American democracy, we must first understand the core beliefs that drive the alt-right. Through careful analysis, Stern brings awareness to the underlying concepts that guide the alt-right and its overlapping forms of racism, xenophobia, and transphobia. She explains the key ideas of “red-pilling,” strategic trolling, gender essentialism, and the alt-right’s ultimate fantasy: a future where minorities have been “cleansed” from the body politic and a white ethnostate is established in the United States. By unearthing the hidden mechanisms that power white nationalism, Stern reveals just how pervasive the far right truly is.

In the early twenty-first century shifts in gender and sexuality, work and mobility

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patterns and especially technology have provoked interest in perceived threats to social bonding on a global scale. This edited collection explores the fracturing of couple culture but also its persistence. Looking at a variety of media sites—including film, television, popular print fiction, new media and new technologies—this volume's diverse range of contributors examine how mediated scenes of intimacy proliferate, while real-life experiences are cast in a newly uncertain light. The collection thus challenges a latent but growing tendency towards perceptions of romantic decline, in a variety of cultural contexts and with attention to the impact of COVID-19. This is an accessible and timely collection suitable for scholars in gender studies, media, cultural studies and communication studies.

In the last five years thousands of articles have been written about the white privilege and millions of times have been distributed on social networks. The main idea of these articles is the existence of a privilege that the white artists (more in the USA and UK) benefit, a privilege that lacks or is at a lower level for black people and other minorities. In this report I will explore a small part of the music industry from the USA, more precisely I will investigate the contribution, greater or lesser, of black and white artists in the production and writing of their albums. The artists investigated in this report are Taylor Swift, Kanye West,

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Beyoncé, Kendrick Lamar, Macklemore & Ryan, Adele and Beck. I selected these artists because the music produced and released by them were used to provide examples of racial discrimination that takes place in the music industry. Why black artists do not win the Album of the Year so often as white artists? The purpose of this report is to show (within the limits of the information used): - the creativity, originality and novelty of the investigated artists; - the artist who enjoys a greater contribution in the production and writing of songs from the album or albums that have been released; - whether the awards and recognition offered by the USA music industry are based on originality, creativity and novelty in music, or are offered based on the colour of the skin; - what are the differences between the music recognized by receiving an award and music that did not receive an award, but was nominated for the music award (either by the vote of the general public or by the vote of the members of the jury that awarded the song or the album); - whether the loss of the award is a direct and personal non-recognition of the artist who performed the songs and under whose name the songs and album are released; - whether the loss of the award is a direct and personal non-recognition of the producers and lyricists who created parts of a song and the album; - reasons that might justify why white artists receive more recognition than black artists in the music industry (only the artists in this report and Grammy

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Awards: Album of the Year, Best Rap Album, MTV, Beyoncé versus Taylor Swift regarding the originality of two songs). This report was born out of the urgent need to confront and challenge the core arguments of black artists who feel and promote the idea of injustice regarding their music, hoping to provide clearer, more transparent information and better-founded reasons for the institution's decision to award the white artists from this report. Black artists and white artists are in need of answers and this report is a meditative resource about the recognition of their contribution in the music industry. In this report interested people about music and awards will find the space to read about it and confront their knowledge with the report's findings. The report can be used to calm the realities of racism and can provide a point of reference of the quality, originality and novelty of the music used in this report, but also for future artists waiting to be discovered. The findings of the report might be a challenge for people with a fixed opinion about who is the best artist despite the evidence used. In the end, the findings of this report are a challenge for the music industry as well, as it contributes to the wider discussion about creativity, originality and novelty of the artists and who/which artist/song/album should get the higher award.

An exclusively Canadian textbook, this collection investigates the relationships between identity, geography, and popular culture that are produced and

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consumed in this sprawling country. Expanding beyond the clichés of friendliness and snow, this text provides a fresh perspective on what it means to be Canadian, both nationally and transnationally. Scholars look at historical subjects like Québécois identity and Indigenous self-representation and explore issues in contemporary media, including music, film, television, comic books, video games, and social media. From Drake to the Tragically Hip, Trailer Park Boys to The Amazing Race Canada, and poutine to maple syrup, mainstream icons and trends are studied in the interdisciplinary context of race, gender, sexuality, politics, and patriotism. Contributing to the location of Canadian popular culture, this unique resource will engage students and scholars of communication studies, cultural studies, and Canadian studies. FEATURES - Includes key concepts and theories and a glossary - Engages students with relatable historical and contemporary examples of Canadiana through a breadth of media, including television shows, websites, journals, celebrities, newspapers, literature, comic books, video games, music, and films - Ensures equal representation of a national and transnational Canada, which includes examples of race, gender, sexuality, and ethnicity, with particular attention to geographical intricacies that contain all provinces and territories

This book demonstrates the rich and varied ways in which heavy metal music

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draws on the ancient Greek and Roman world. Contributors examine bands from across the globe, including: Blind Guardian (Germany), Therion (Sweden), Celtic Frost, Eluveitie (Switzerland), Ex Deo (Canada/Italy), Heimdall, Stormlord, Ade (Italy), Kawir (Greece), Theatre of Tragedy (Norway), Iron Maiden, Bal-Sagoth (UK), and Nile (US). These and other bands are shown to draw inspiration from Classical literature and mythology such as the Homeric Hymns, Vergil's Aeneid, and Caesar's Gallic Wars, historical figures from Rome and ancient Egypt, and even pagan and occult aspects of antiquity. These bands' engagements with Classical antiquity also speak to contemporary issues of nationalism, identity, sexuality, gender, and globalization. The contributors show how the genre of heavy metal brings its own perspectives to Classical reception, and demonstrate that this music—often dismissed as lowbrow—engages in sophisticated dialogue with ancient texts, myths, and historical figures. The authors reveal aspects of Classics' continued appeal while also arguing that the engagement with myth and history is a defining characteristic of heavy metal music, especially in countries that were once part of the Roman Empire.

Get thousands of facts at your fingertips with this essential resource. The World Almanac® and Book of Facts is America's best-selling reference book of all time, with more than 82 million copies sold. For more than 150 years, this

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compendium of information has been the authoritative source for all your entertainment, reference, and learning needs. The 2020 edition of The World Almanac reviews the biggest events of 2019 and will be your go-to source for questions on any topic in the upcoming year. Praised as a “treasure trove of political, economic, scientific and educational statistics and information” by The Wall Street Journal, The World Almanac and Book of Facts will answer all of your trivia needs effortlessly—from history and sports to geography, pop culture, and much more. Features include: Decade in Review: As the ‘teens’ decade closes, take a look at the highlights, low points, and everything-in-between of the past 10 years. From the introduction of Obamacare and iPads in 2010 to “Old Town Road” and the immigration policy debate in 2019, The World Almanac provides a recap of events and puts into perspective just how much has—and hasn’t—changed in the last 10 years. 2020 Election Preview: The World Almanac provides a comprehensive look at the entire 2020 election process, including a calendar of state primaries and caucuses. Also includes 2019 election results for governors’ seats and special congressional elections. World Almanac Editors’ Picks: Never Say Die: With Tiger Woods achieving the seemingly impossible in 2019 with his 15th major title—his first Masters win in 14 years—the editors list their favorite major comeback moments from athletes across the sports universe. The

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World at a Glance: This annual feature of The World Almanac provides a quick look at the surprising stats and curious facts that define the changing world.

Statistical Spotlight: A popular annual graphic feature highlights statistics relevant to the biggest news of the year. These data visualizations provide important context and new perspectives to give readers a fresh angle on key issues.

The Year in Review: The World Almanac takes a look back at 2019 while providing all the information you'll need in 2020.

2019—Top 10 News Topics: The editors of The World Almanac list the top stories that held the world's attention in 2019.

2019—Year in Sports: Hundreds of pages of trivia and statistics that are essential for any sports fan, featuring coverage of the women's World Cup soccer tournament; a preview of the upcoming 2020 Olympic Games in Tokyo, Japan; the World Series, improved MLB player stats, and much more.

2019—Year in Pictures: Striking full-color images from around the world in 2019, covering news, entertainment, science, and sports.

2019—Offbeat News Stories: The World Almanac editors select some of the most unusual news stories of the year.

World Almanac Editors' Picks: Time Capsule: The World Almanac lists the items that most came to symbolize the year 2019, from news and sports to pop culture.

New Sections: Reorganized chapters on "Food and Agriculture," "Educational Statistics," and "Colleges and Universities" make it easier to find information

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about subjects like nutrition, student loans, a directory of colleges, and much more. Other New Highlights: New statistics on income tax reform, top-grossing movies, biggest YouTube channels, religious populations in the U.S. and worldwide, and much more.

Getting Smart About Race offers an accessible introduction on racial inequality. Margaret Andersen discusses why racial healing should be an integral element of our everyday discussions and how to move the conversation in a positive direction. A new prologue discusses the momentous events of 2020, from the pandemic to protests and the elections.

More and more, we present ourselves and encounter others through profiles. A profile shows us not as we are seen directly but how we are perceived by a broader public. As we observe how others observe us, we calibrate our self-presentation accordingly. Profile-based identity is evident everywhere from pop culture to politics, marketing to morality. But all too often critics simply denounce this alleged superficiality in defense of some supposedly pure ideal of authentic or sincere expression. This book argues that the profile marks an epochal shift in our concept of identity and demonstrates why that matters. *You and Your Profile* blends social theory, philosophy, and cultural critique to unfold an exploration of the way we have come to experience the world. Instead of polemicizing against the profile, Hans-Georg Moeller and Paul J. D'Ambrosio outline how it works, how we readily apply it in our daily lives, and how it shapes our

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values—personally, economically, and ethically. They develop a practical vocabulary of life in the digital age. Informed by the Daoist tradition, they suggest strategies for handling the pressure of social media by distancing oneself from one's public face. A deft and wide-ranging consideration of our era's identity crisis, this book provides vital clues on how to stay sane in a time of proliferating profiles.

What are the archives of gay and lesbian leather histories, and how have contemporary artists mined these archives to create a queer politics of the present? This book sheds light on an area long ignored by traditional art history and LGBTQ studies, examining the legacies of the visual and material cultures of US leather communities. It discusses the work of contemporary artists such as Patrick Staff, Dean Sameshima, Monica Majoli, AK Burns and AL Steiner, and the artist collective Die Kränken, showing how archival histories and contemporary artistic projects might be applied in a broader analysis of LGBTQ culture and norms. Hanky codes, blurry photographs of Tom of Finland drawings, a pin sash weighted down with divergent histories – these become touchstones for writing leather histories.

Smart technologies have advanced rapidly throughout our society (e.g. smart energy, smart health, smart living, smart cities, smart environment, and smart society) and across geographic spaces and places. Behind these "smart" developments are a number of seminal drivers, such as social media (e.g. Twitter), sensors (drones, wearables), smartphone apps, and computing infrastructure (e.g. cloud computing).

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These developments have captured the enthusiasm of the public, while inevitably present unprecedented challenges and opportunities for the geographic research community. When meeting the smart challenges, are there emerging theories, methods, and observations that reveal new spatial phenomena, produce new knowledge, and foster new policies? *Smart Spaces and Places* addresses questions such as how to make spaces and places "smart", how the "smartness" affects the way we think spaces and places, and what role geographies play in knowledge production and decision-making in a "smart" era. The collection of 21 chapters offers stimulating discussion over the meaning of spaces, places, and smartness; scientific insights into smartness; social-political views of smartness; and policy implications of smartness. The chapters in this book were originally published as a special issue of *Annals of the American Association of Geographers*.

Examines voting trends and political representation in the United States today, with a special focus on debates over voting rights, voter fraud, and voter suppression; and election rules and regulations, including those related to gerrymandering, campaign fundraising, and other controversies. Does the average American have a voice in Washington? Are they well-represented, or are they marginalized? Do elections reflect fundamental democratic institutions and values, or are they tarnished by voter suppression, voter fraud, gerrymandering, or other factors? To what extent do America's elected officials reflect the diversity of race, religion, gender, socioeconomic

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background, sexual orientation, and political views of the wider American population? This encyclopedia explores all these questions and more. It examines important mechanisms and laws shaping political representation in America in the 21st century, such as term limits, gerrymandering, the Electoral College, and "direct democracy" (ballot initiatives and referendums); and the degree to which various demographic groups are represented in state and federal legislatures, from Latinos and senior citizens to atheists and residents of rural states. It also explains the basis for escalating concerns about both voter fraud and voter suppression. Sets voting trends and political representation in context through a historical overview of their evolution in America. Provides authoritative coverage of important terms, laws, trends, and controversies ranging from racially based voter suppression efforts to gerrymandering in an encyclopedia section. Coverage of structural elements of elections and political representation. Chronology of events that have shaped the modern world of voting and political representation in America.

This seventh edition of Joseph Turow's pathbreaking media textbook uses convergence as a lens that puts students at the center of the profound changes in the 21st century media world. It teaches students to think critically about the role of media, and what these changes mean for their lives. The book's media systems approach helps students to look carefully at how media content is created, distributed, and exhibited in the new world that the digital revolution has created. The first part

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examines the media world as a whole, while the second delves deep into key media industries, such as the movie, book, and video game industries. This new edition includes critical expanded coverage of social media, as well as updated figures, tables, and pedagogy, including key terms and further activities. Media Today is an excellent introduction to the world of media in the digital age. From news media to video games and social networking to mobile platforms, it provides students with the tools they need to understand and critique the media they encounter and consume. Extensive pedagogical materials also make this a highly teachable book, well suited to the classroom. The accompanying website has also been updated with new student and instructor resources, including chapter recaps, recommended readings, and instructor's manual.

World-class branding for the interconnected modern marketplace Kellogg on Branding in a Hyper-Connected World offers authoritative guidance on building new brands, revitalizing existing brands, and managing brand portfolios in the rapidly-evolving modern marketplace. Integrating academic theories with practical experience, this book covers fundamental branding concepts, strategies, and effective implementation techniques as applied to today's consumer, today's competition, and the wealth of media at your disposal. In-depth discussion highlights the field's ever-increasing connectivity, with practical guidance on brand design and storytelling, social media marketing, branding in the service sector, monitoring brand health, and more. Authored

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by faculty at the world's most respected school of management and marketing, this invaluable resource includes expert contributions on the financial value of brands, internal branding, building global brands, and other critical topics that play a central role in real-world branding and marketing scenarios. Creating a brand—and steering it in the right direction—is a multi-layered process involving extensive research and inter-departmental cooperation. From finding the right brand name and developing a cohesive storyline to designing effective advertising, expanding reach, maintaining momentum, and beyond, Kellogg on Branding in a Hyper-Connected World arms you with the knowledge and skills to: Apply cutting-edge techniques for brand design, brand positioning, market-specific branding, and more Adopt successful strategies from development to launch to leveraging Build brand-driven organizations and reinforce brand culture both internally and throughout the global marketplace Increase brand value and use brand positioning to build a mega-brand In today's challenging and complex marketplace, effective branding has become a central component of success. Kellogg on Branding in a Hyper-Connected World is a dynamic, authoritative resource for practitioners looking to solve branding dilemmas and seize great opportunities. Frequent and fair elections, open to all, are fundamental elements of a democracy. The United States, through its local, state, and national contests, holds more elections, more often, than any other democracy in the world. But in recent years, there have been troubling signs that our system of campaigns and elections has become much

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more fragile than we had previously thought. More specifically, in the past twenty years, campaigns have changed profoundly: social media and viral messaging compete with traditional media, races once considered local in nature have become nationalized, Supreme Court decisions on campaign finance law now encourage mega-donors, voters are more polarized, party affiliation has waned, and the middle ideological ground has given way to extremist language and voter rage. Twice in sixteen years we have seen winning presidential candidates gaining fewer popular votes than their opponents. The fundamental right of every citizen to vote has been impeded by state legislatures demanding tighter access, more identification, and accusations of voter fraud. And we have faced the real threat of foreign influence in our national elections. This book offers the most up-to-date examination of campaigns and elections, including the challenges and opportunities they present. It addresses fundamental questions about who votes in American elections, how legislative districts are reapportioned and why it matters, the realities of voter fraud, the pros and cons of reforming the Electoral College, the impact of dark money on campaigns, and the role of political consultants and specialists, among other topics. Given the fragility of our election process, what are the threats to a healthy American democracy? Do the candidates with the most money always win? This is not simply a book on how campaigns are run, but why campaigns and elections are integral components of American democracy and how those fundamental elements may be vulnerable to misuse.

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"This collection explores the politics, protest and resistance of recent popular culture in relation to Brexit Britain and the Trump-era United States"--
Taylor Swift Singer and Songwriter Enslow Publishing, LLC
After Natalie Maines of The Dixie Chicks expressed her opposition to the Iraq War and President Bush in a country music concert, she was told to "shut up and sing." When NFL player Colin Kaepernick protested police brutality by kneeling during the national anthem, he was applauded by some and demonized by others. Both had their careers irrevocably altered by speaking out for their beliefs. This book examines the ethical issues that arise when famous people speak out on issues often unrelated to the performances that brought those figures to public attention. It analyzes several celebrity speakers--singers Taylor Swift and the Chicks; satirist Jon Stewart; actor Tom Hanks; and athletes Serena Williams, Stephen Curry, Colin Kaepernick, and Naomi Osaka--and demonstrates that justifiable speaking requires celebrity speakers, journalists, and audiences to consider ethical issues regarding platform, intent, and harm. Celebrity speakers must exercise ethical care in a digital world where audiences equate celebrity status with authority and expertise about public issues. Finally, this book considers how people who are not famous can understand their ethical responsibilities for speaking out about public issues in their own spheres of influence. Musician Taylor Swift has written music that puts her heart on the page, but even at a young age, Swift was clearly more than a lovelorn songwriter. This vibrant biography

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offers a glimpse into the musical celebrity's life, her childhood, her rise to fame, and her impressive accomplishments along the way. Readers will learn about her staunch stance on how she is photographed, her support of other female musicians, and her giving spirit. Quotes straight from Swift's lips further inspire the fan and budding musician alike.

From New York Times bestselling author J. Randy Taraborrelli comes *The Kennedy Heirs*, his most revealing Kennedy book yet. A unique burden was inherited by the children of President John Fitzgerald Kennedy and his celebrated siblings, Senators Robert and Ted Kennedy. Raised in a world of enormous privilege against the backdrop of American history, this third generation of Kennedys often veered between towering accomplishment and devastating defeat. In his revelatory new book, acclaimed Kennedy historian J. Randy Taraborrelli draws back the curtain on the next generation of America's most famous family. John Kennedy, Jr.'s life in the public eye is explored, following the Kennedy scion as he faced the challenges posed by marrying his great love, Carolyn Bessette. Riveting new details are shared about the couple's tragic demise—and why Ethel Kennedy advised Carolyn not to take the trip that would ultimately end her life. John's sister, Caroline Kennedy, had her own complicated relationships, including a marriage to Ed Schlossberg that surprised her mother, Jacqueline Kennedy Onassis, and an unexpected bond with her mother-in-law, Mae Schlossberg. Additional stories, many shared here for the first time, illuminate the rest

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of the Kennedy dynasty: Kara Kennedy, Ted's daughter, and her valiant battle against lung cancer; how Ted's wife, Vicki, introduced a new era of feminism to the Kennedy family; the lifelong struggles with addiction faced by Bobby Kennedy Jr. and Patrick Kennedy; the unexpected way pop star Taylor Swift helped Conor Kennedy heal after the death of his mother, Bobby's wife Mary; and Congressman Joe Kennedy III's rise to prominence. At the center of it all is the family's indomitable matriarch, Ethel Kennedy—a formidable presence with her maddening eccentricities and inspiring courage. Based on hundreds of exclusive first-hand interviews and cultivated over twenty years of research—including numerous Oral Histories from the JFK Library and the Edward M. Kennedy Institute—The Kennedy Heirs is an epic drama of ambition, scandal, pride and power.

"This introduction positions the history of girl and young women singers in the 1960s in the context of broader histories of vocal training; ideas about voice, respectability, and expressivity; and the models of youthful femininity that were emergent in 1960s Britain. It connects this study to the emerging field of Voice Studies and provide an overview of the book's chapters"--

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