

Media Management A Casebook Approach

Crisis CommunicationsCrisis CommunicationsCrisis CommunicationsStudent Workbook to Accompany Crisis CommunicationsCrisis CommunicationsMedia ManagementMedia ManagementStudyguide for Crisis CommunicationsCinderella, a CasebookMedia ManagementEthics for PsychologistsInspirationReimagining Contract Law PedagogyCrime and JusticeMedia ManagementMedia ManagementTechnology and TeachingCaffey's Pediatric Diagnostic Imaging E-BookComparative Criminal ProcedureCommunication Theory Kathleen Fearn-Banks Kathleen Fearn-Banks Kathleen Fearn-Banks Kathleen Fearn_Banks Kathleen Fearn-Banks C. Ann Hollifield Jan Wicks, LeBlanc Cram101 Textbook Reviews Alan Dundes Stephen Lacy Liang Tien Alden L Thompson Warren Swain Carolyn Boyes-Watson Stephen Lacy Ardyth Broadrick Sohn Jeff Sigafos Brian D. Coley Stephen Thaman Rutgers University

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crisis communications a casebook approach presents case studies of organizational corporate and individual crises and analyzes the communication responses to these situations demonstrating how professionals prepare for and respond to crises as well as how they develop communications plans this essential text explores crucial issues concerning communication with the news media employees and consumers in times of crisis author kathleen fearn banks addresses how to choose the best possible words to convey a message the best method for delivering the message and the precise and most appropriate audience in addition to illustrating how to avoid potential mismanagement the fifth edition of crisis communications includes updated cases that provide wider coverage of international crises and media technologies it includes a new section on social media in crisis communication scenarios and includes additional comments from social media experts throughout various chapters new case studies include police departments and community trust the oso mudslide in washington school shootings communications to and for children and two additional international case studies ebola strikes liberia firestone strikes ebola and nut rage and korean airlines previous case studies no longer in this edition can be found on the book s companion website which also includes the instructor s manual with

exercises in crisis responses guidelines for crisis manual preparation and other teaching tools routledge com cw fearn banks looking at both classic and modern cases in real world situations crisis communications provides students with real world perspectives and insights for professional responses to crises it is intended for use in crisis communications crisis management and pr case studies courses also available for use with this text is the student workbook to accompany crisis communications providing additional discussion questions activities key terms case exercises and further content for each chapter

crisis communications presents case studies of organizational and individual problems that may become crises and the communication responses to these situations helping professionals prepare for crises and develop communications plans the third edition of this essential reference explores critical issues concerning how organizations companies and individuals communicate with the news media employees and consumers in times of crisis author kathleen fearn banks addresses how to choose the best possible words to convey a message the best method for delivering the message and

now in its sixth edition this book provides engaging practice oriented case studies analyzing communication professionals crisis preparation and responses illustrating key considerations for communicating with both internal and external stakeholders during and after a crisis this edition continues its strength as a student friendly text that demonstrates how to craft target and deliver messages during crises in order to mitigate further controversy and distress classic cases lay the foundation while contemporary cases shed light on cutting edge practices in use today many cases from previous editions have been updated and new cases added including the covid 19 crisis and u s vaccination campaign starbucks and racial discrimination at a philadelphia branch will smith and the academy awards slap gander newfoundland in supporting stranded tourists after the attacks of september 11 2001 and a look at how schools can prepare communication responses to school shootings each case pays particular attention to the actual and ideal use of social media in the crisis and there is a new section on the important issues of misinformation and disinformation crisis communications 6th edition is intended for courses in crisis communication crisis management disaster response corporate communications and public relations student and instructor online support materials feature selected previous editions case studies no longer in this edition as well as an instructor s manual with suggested activities discussion questions and sample quizzes routledge com 9780367894450

no company organization or individual whose livelihood depends on public reaction can afford to function without a crisis communications plan this student workbook reviews the critical terminologies processes and skills needed for understanding and responding to crises it prepares individuals for responding to crises in a variety of contexts and reinforces strategies and tactics to be used during a crisis chapters include instructive case studies of public relations professionals in crises what they did what they wished they had done and what hampered their progress the exercises provide students with the opportunity to respond to real world crises sharpening their own skills and practicing response behaviors this workbook will serve as a useful tool for all future practitioners

media management a casebook approach provides a detailed look at each of the major areas of responsibility that fall to the managers of media organizations such as leadership motivation planning marketing and strategic management retaining its core content and case study approach this third edition draws upon the latest organizational and management research to guide students in the development of their managerial skills it provides media based cases that give students the opportunity to develop their critical thinking and problem solving skills updates in this edition include research and examples to reflect the current state of the industry material on convergence new media and international aspects as well as their influences on leadership and planning information and research on new media the internet and their future implications for media managers technology and online resource sections and examples and information on data used by advertisers and media organizations this textbook also offers new material on the structure of the internet new media and converged and international media organizations it is intended for advanced undergraduates and graduate students in media management courses

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covering a period of more than one hundred years of work by renowned folklorists these enlightening essays explore the timeless tale of cinderella in addition to the most famous versions of the story basile s pentamerone perrault s cendrillon and the grimm s aschenputtel this casebook includes articles on other versions of the tale from russian english chinese greek and french folklore the volume concludes with several interpretive essays including a psychoanalytic view from dundes and a critique of the popularization of cinderella in america folklorists scholars of children s literature and feminists should appreciate particularly the wide scope of this collection now in paperback with an updated bibliographical addendum most helpful are the two page introductions to each variant and to each essay which include a brief overview of the historical times as well as suggested additional sources for more discussion danny rochman folklore forum a milestone a near complete source of primary and secondary materials the selected analytical writing include definitive classic and new discoveries covering the whole range of methodological modes and theoretical perspectives from early forms and typology to myth ritual social historical anthropological and psychoanalytical readings the annotated bibliography is most helpful illuminating and comprehensive encompassing publications in other western languages and works by asianists chieko mulhern asian folklore studies one can imagine several dimensions on which psychoanalysts might find such a collection interesting as examples of applied psychoanalysis in relation to philosophical and cultural examination of imaginative material in relation to child development and in the correlations between folktales of a particular culture and individual histories kerry kelly novick psychoanalytic quarterly

use first two sentences only for general catalogs this book grew out of the collective needs of media management scholars to explore the theory and practice of the field through case analysis although research studies exist in several different scholarly journals and applicable cases are

available through various sources this work represents one of the first efforts to combine the broad concerns of the field with relevant cases approaching media management as a decision making process this book provides a framework and materials for analysis discussion and problem solving within various media such as ad agencies cable companies magazines newspapers and broadcasting stations all cases however are designed to illuminate not only the differences present in management environments but the similarities between media companies 48 short cases and three extended cases allow students to apply what they learn from reading and class discussions to situations faced by media managers the book s goals are to provide access to a seldom used approach to discussing media management to supplement currently available materials concerning issues relevant to managing a media organization practice in evaluative and descriptive analyses is provided which seeks to suggest questions for individual research as well as more formal classroom debate and discussion original cases researched and written by the authors former managers and or employees in media organizations are included throughout this volume

i thing that one of the great strengths of this book is its real life cases for the students to examine from multiple perspectives sherry dingman marist college this book approaches ethics from a unique perspective that appeals to students in addition to providing stimulating cases it provides the framework and legal background important to psychologists in training amazing work the vignette approach makes the book much more interesting than its competitors misty ginicola southern connecticut state university full coverage of the american psychological association s apa ethical principles of psychologists and code of conduct and engaging vignettes to draw students into ethics for psychologists a unique textbook that explores the standards of conduct in the field of psychology from key perspectives including the multicultural moral and legal perspectives focusing on complex ethical dilemmas students may encounter in real life this book offers a variety of frameworks through which to examine such dilemmas as well as commentaries about the dictates of our personal codes of ethics students are challenged to take control of their learning experience by moving beyond the basics of looking up each situation to find the right thing to do into a more active and engaged approach with the goal of becoming ethical thinkers and informed decision makers

is the bible historically accurate are there any contradictions in the bible if we look too closely at the bible might we find things that will destroy our faith should i be afraid that some new archeological discovery will prove the bible wrong how much freedom do i have to interpret the bible combining history scripture and an understanding of human nature dr thompson takes on the difficult questions regarding the bible and inspiration he goes beyond the question of whether you can trust the bible to ask whether you can trust yourself as you study this unique study of inspiration uses internal evidence from the bible text its history collection and transmission to look at the way in which god works through prophets and bible writers as an experiential lens he uses the experience of the seventh day adventist community of which he is a part and its reception and use of ellen white as god s messenger this provides an example of someone who produced an incredible volume of written material in her lifetime yet maintained a great humility and understood her own spiritual experience as one of growth however inspiration hard questions honest answers is not just for seventh day adventists the lessons drawn from the experience of one community have wide applicability as we look at a range of views on biblical interpretation experience tradition and contemporary claims of a prophetic word all communities of faith would do

well to ask the hard questions addressed in this book and to learn from the history and experience of others ultimately the author is addressing a question that comes to all of us what is god s will and how can i know it can i be certain to find the answers we need dr thompson reminds us we cannot just know scripture we have to know god in this second revised edition you will find a new bridge chapter designed to invite readers outside of the adventist tradition to join in the conversation as well as a number of minor updates and a set of beautiful photographs and drawings inspired by scripture prepared for this edition by wanda thompson it is not enough to determine how the inspiration of scripture works as a theological tenet or a doctrinal point ultimately for god s word in scripture to accomplish its mission we must each be inspired by it as well

reimagining contract law pedagogy examines why existing contract teaching pedagogy has remained in place for so long and argues for an overhaul of the way it is taught with contributions from a range of jurisdictions and types of university it provides a survey of contract law courses across the common law world reviewing current practice and expressing concern that the emphasis the current approach places on some features of contract doctrine fails to reflect reality the book engages with the major criticism of the standard contract course which is that it is too narrow and rarely engages with ordinary life or at least ordinary contracts and argues that students are left without vital knowledge this collection is designed to be a platform for sharing innovative teaching experiences with the aim of building a new approach that addresses such issues this book will have international appeal and will be of interest to academics researchers and postgraduates in the fields of law and education it will also appeal to teachers of contract law as well as governmental and legal profession policymakers

this highly innovative new book covers concepts critical issues and real life dilemmas through an in depth exploration of fifteen historical and contemporary case studies in crime and justice crime and justice a casebook approach invites readers to critically evaluate the evolving meaning and administration of justice within the u s through extended examination of the victims perspective historical reforms current innovations and alternative perspectives on justice issues of race class and gender inequality are considered through multiple cases combined with the legal and policy developments resulting from reform current debates within the emerging field of community and restorative justice are viewed in the context of earlier reforms and public policy debate readers are encouraged throughout the cases to evaluate and re evaluate their own sense and understanding of justice for anyone interested in learning more about our criminal justice system

this book grew out of the collective needs of media management scholars to explore the theory and practice of the field through case analysis although research studies exist in several different scholarly journals and applicable cases are available through various sources this work represents one of the first efforts to combine the broad concerns of the field with relevant cases approaching media management as a decision making process this book provides a framework and materials for analysis discussion and problem solving within various media such as ad agencies cable companies magazines newspapers and broadcasting stations all cases however are designed to illuminate not only the differences present in management environments but the similarities between media companies 48 short cases and three extended cases allow students to apply what they learn from reading and class discussions to situations faced by media managers the book s goals are to provide access to a

seldom used approach to discussing media management to supplement currently available materials concerning issues relevant to managing a media organization practice in evaluative and descriptive analyses is provided which seeks to suggest questions for individual research as well as more formal classroom debate and discussion original cases researched and written by the authors former managers and or employees in media organizations are included throughout this volume

using case studies of media management this volume provides exercises including practice in role playing leadership communication and decision making with consequences students are encouraged to distinguish between arts activities actors meanings relationships and settings of importance

this book aims to describe the application of technology for addressing a range of education issues across a range of ages and educational settings each chapter reviews how a particular technology or approach to the use of technology has been applied for one or more teaching and learning purposes the use of technology is considered across a range of educational settings including school based and adult vocational learning there are also chapters on the use of technology in educational programs for individuals with special educational needs

since 1945 radiologists have turned to caffey s pediatric diagnostic imaging for the most comprehensive coverage and unparalleled guidance in all areas of pediatric radiology continuing this tradition of excellence the completely revised 12th edition now more concise yet still complete focuses on the core issues you need to understand new protocols and sequences and know what techniques are most appropriate for given clinical situations this text will obviously be of great interest not only to radiologists also to those who work with children including all pediatric specialties it is also extremely useful in countries with resource poor setting where there is shortage of well trained radiologists in pediatric specialties reviewed by yangon children hospital on behalf of the journal of the european paediatric neurology society january 2014 this is a thoroughly up to date text divided into manageable topics at a very reasonable price and i thoroughly recommend it to anyone who needs updating in the field of paediatrics or paediatric imaging rad february 2014 determine the best modality for each patient with state of the art discussions of the latest pediatric imaging techniques quickly grasp the fundamentals you need to know through a more precise streamlined format reorganized by systems and disease processes as well as teaching boxes that highlight key points in each chapter apply all the latest pediatric advances in clinical fetal neonatology techniques technology and pharmacology achieve accurate diagnoses as safely as possible increased coverage of mri findings and newer imaging techniques for all organ systems emphasizes imaging examination appropriateness and safety reap the fullest benefit from the latest neuroimaging techniques including diffusion tensor imaging fmri and susceptibility weighted imaging keep current with the latest pediatric radiological knowledge and evidence based practices comprehensive updates throughout include new and revised chapters on prenatal imaging newer anatomic and functional imaging techniques including advances in cardiac imaging disease classifications and insights into imaging disease processes and advanced imaging topics in neurological thoracoabdominal and musculoskeletal imaging compare your findings to more than 10 000 high quality radiology images access the full text online at expert consult including

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