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International Bestseller Viral Nonfiction Bestseller

Adam Aron



International Bestseller Viral Nonfiction Bestseller:

Going Viral Dahlia Schweitzer, 2018-03-09 Outbreak narratives have proliferated for the past quarter century and now they have reached epidemic proportions From 28 Days Later to 24 to The Walking Dead movies TV shows and books are filled with zombie viruses bioengineered plagues and disease ravaged bands of survivors Even news reports indulge in thrilling scenarios about potential global pandemics like SARS and Ebola Why have outbreak narratives infected our public discourse and how have they affected the way Americans view the world In Going Viral Dahlia Schweitzer probes outbreak narratives in film television and a variety of other media putting them in conversation with rhetoric from government authorities and news organizations that have capitalized on public fears about our changing world She identifies three distinct types of outbreak narrative each corresponding to a specific contemporary anxiety globalization terrorism and the end of civilization Schweitzer considers how these fears stoked by both fictional outbreak narratives and official sources have influenced the ways Americans relate to their neighbors perceive foreigners and regard social institutions Looking at everything from I Am Legend to The X Files to World War Z this book examines how outbreak narratives both excite and horrify us conjuring our nightmares while letting us indulge in fantasies about fighting infected Others Going Viral thus raises provocative questions about the cost of public paranoia and the power brokers who profit from it Supplemental Study Materials for Going Viral <https://www.rutgersuniversitypress.org/going-viral-dahlia-schweitzer> Dahlia Schweitzer Going Viral <https://www.youtube.com/watch?v=5xF0V7WL9ow>

Best Sellers, 1965 *The Cambridge Companion to Science Fiction* Edward James, Farah Mendlesohn, 2003-11-20 Table of contents

Marketing Jon Groucutt, Peter Leadley, Patrick Forsyth, 2004 Marketing Essential principles new realities has been researched developed and written primarily with the undergraduate and diploma level student in mind This student oriented text with its relaxed and free flowing language provides the reader with material of a rigorous academic standard Each chapter follows a set structure that has been designed to encourage discussion and raise issues for consideration and research introduction learning objectives chapter sub headings key issues chapter summary exercises and questions for review and critical thinking At the end of the book there are additional notes and references to support student learning Written by authors from both an academic and practitioner background this new textbook offers an excellent introduction to the subject for the next generation of marketers and business people FREE CD ROM FOR LECTURERS The authors have created a unique CD ROM containing both lecture presentation slides and essay questions This is available on request from the publisher CONTENTS Introduction What is marketing The business and marketing environment Ethical marketing and social responsibility Buyer behaviour Segmenting positioning and targeting Marketing research Marketing and strategy Products and brands Price and pricing strategies Promotion part 1 Promotion part 2 People physical evidence and process Placement distribution and logistics Marketing across borders the international dimension Application bringing the elements

togetherNotesReferenceIndexPlease view more information on this book including a sample chapter and detailed full contents at <http://www.kogan.co.uk/groucutt>

The Climate Crisis Adam Aron,2022-12-22 Why despite all we know about the causes and harms of global heating has so little effective action been taken to cut greenhouse gas emissions and what we can do to change that This book explains the mechanisms and impacts of the climate crisis traces the history and reasons behind the lack of serious effort to combat it describes some people s ongoing scepticism and how to shift it and motivates an urgent program of action It argues that the pathway to stopping dangerous global heating will require a much larger mobilization of advocacy and activism to impel decision makers to abandon fossil fuels and transition to renewable energy and electrification embedded in a political and social framework guided by justice principles It is an excellent resource for students and researchers on the climate crisis the need for a renewable energy transition and the current blocks to progress

1992 Top 10 Almanac Michael W. Robbins,Nicole Gregory,1992

Knowledge Production in and on Africa Hana Horáková,Katerina Werkman,2016 The book presents a broad and multi dimensional perspective on the topic of knowledge production in and of Africa and seeks changing its post imperial pattern This endeavour reflects the concern that in our globalised world Africa is misrepresented twice by the ways knowledge about it is selected by gatekeepers of knowledge and by deliberate suppression of knowledge on Africa The contributions to this volume address diverse aspects of knowledge production they examine the existing knowledge producing frontiers in Africa they challenge methodological and theoretical universalisms in social science scholarship on the African continent they look into the interface between the indigenous and modern knowledge systems and the role of African epistemologies and intellectuals in the production of knowledge

Encyclopedia of Contemporary Writers and Their Works Geoff Hamilton,Brian Jones,2010 Provides a comprehensive overview of the best writers and works of the current English speaking literary world

The Pentagon's Brain Annie Jacobsen,2015-09-15 Discover the definitive history of DARPA the Defense Advanced Research Project Agency in this Pulitzer Prize finalist from the author of the New York Times bestseller Area 51 No one has ever written the history of the Defense Department s most secret most powerful and most controversial military science R D agency In the first ever history about the organization New York Times bestselling author Annie Jacobsen draws on inside sources exclusive interviews private documents and declassified memos to paint a picture of DARPA or the Pentagon s brain from its Cold War inception in 1958 to the present This is the book on DARPA a compelling narrative about this clandestine intersection of science and the American military and the often frightening results

International Index to Periodicals ,1952 An author and subject index to publications in fields of anthropology archaeology and classical studies economics folklore geography history language and literature music philosophy political science religion and theology sociology and theatre arts

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