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Nicola Ferro, Carol Peters



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Social Media Marketing for Book Publishers Miriam J. Johnson, Helen A. Simpson, 2022-09-02 Providing a concise toolbox for publishing professionals and students of publishing this book explores the skills needed to master the key elements of social media marketing and therefore stay relevant in this ever competitive industry Taking a hands on practical approach Social Media Marketing for Book Publishers covers topics including researching and identifying actionable insights developing a strategy producing content promotion types community building working with influencers and how to measure success Pulling from years of industry experience the authors main focus is on adult fiction publishing but they also address other areas of the industry including children s young adult YA academic and non fiction The book additionally brings in valuable voices from the wider digital marketing industries featuring excerpts from interviews with experts across search engine optimisation SEO AdWords social platforms community management influencer management and content strategists Social Media Marketing for Book Publishers is a key text for any publishing courses covering how to market books and should find a place on every publishers bookshelf

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Frontiers in Fake Media Generation and Detection Mahdi Khosravy, Isao Echizen, Noboru Babaguchi, 2022-05-28 The book presents recent advances in the generation and detection of fake multimedia It also presents some frontiers in defensive techniques in front of skillfully cloned media The ultimate purpose of the research direction presented by this book is to build up a trustworthy media network benefited by an iron dome in front of media clones attacks The book focusses on 1 applications of deep generative models in the generation of fake multimedia and 2 cyber defensive and detective techniques in front of cyberattacks The book is composed of three parts i introduction ii fake media generation and iii fake media detection

Information Retrieval Evaluation in a Changing World Nicola Ferro, Carol Peters, 2019-08-13 This volume celebrates the twentieth anniversary of CLEF the Cross Language Evaluation Forum for the first ten years and the Conference and Labs of the Evaluation Forum since and traces its evolution over these first two decades CLEF's main mission is to promote research innovation and development of information retrieval IR systems by anticipating trends in information management in order to stimulate advances in the field of IR system experimentation and evaluation The book is divided into six parts Parts I and II provide background and context with the first part explaining what is meant by experimental evaluation and the underlying theory and describing how this has been interpreted in CLEF and in other internationally recognized evaluation initiatives Part II presents research architectures and infrastructures that have been developed to manage experimental data and to provide evaluation services in CLEF and elsewhere Parts III IV and V represent the core of the book presenting some of the most significant evaluation activities in CLEF ranging from the early multilingual text processing exercises to the later more sophisticated experiments on multimodal collections in diverse genres and media In all cases the focus is not only on describing what has been achieved but above all on what has been learnt The final part examines the impact CLEF has had on the research world and discusses current and future challenges both academic and industrial including the relevance of IR benchmarking in industrial settings Mainly intended for researchers in academia and industry it also offers useful insights and tips for practitioners in industry working on the evaluation and performance issues of IR tools and graduate students specializing in information retrieval

Hermann Hesse's Global Impact Oscar Von Seth, 2024 A timely collection of new essays arguing for the continuing relevance and impact of Hesse's works around the world Hermann Hesse remains one of the great figures of world literature He is the world's 35th most translated author with more than 1 500 translations of his works currently listed on UNESCO's Index Translatorium Our understanding of the reciprocal transcultural reception of literature has been radically transformed in the last two decades starting with David Damrosch's *What is World Literature* 2003 Meanwhile some forty years have passed since Martin Pfeifer's anthology *Hermann Hesses weltweite Wirkung Hermann Hesse's Worldwide Impact* was published

which means it is time to consider Hesse's global impact again though not in terms of a country by country study. Rather, this book explores Hesse's continuing global relevance more broadly. Hesse is global in the sense that his themes touch on the non-material side of human existence in a way that readers in different cultural communities respond to. His prose and poetry offer an oasis of calm, authenticity, and spirituality, a mental terrain of profound and genuine meaning. The present collection of new essays argues that this spiritual capital may help readers of Hesse in uncertain times beyond the doctrines of organized religions or ideologies, assisting them in inhabiting creatively both the world of literature and the visceral world of the early 21st century. Edited by Ingo Cornils and Neale Cunningham. Contributors: Flavia Arzeni, Zhan Chunhua, Thomas Cyron, Helga Esselborn, Krumbiegel Carina, Gröner Karl, Josef Kuschel, Thomas Taro, Lennerfors Volker, Michels Christopher, Newton Shrikant, Arun Pathak, John Pizer, Adam Roberts, Oscar von Seth, Christiane Schönfeld, Laszlo V. Szabo, Girishsha Ameya, Tilak, Jennifer Walker, Yoichi Yamamoto, Michal Zawadzki. **B2B Marketing Guidebook - Vol. 2** Uwe

Seebacher, 2025-08-11. The future of B2B marketing isn't coming; it's already here. The second volume of the significantly updated edition of *B2B Marketing* dives deep into the execution layer of modern marketing. This edition is packed with AI-driven methods, advanced digital tactics, and best-in-class case studies from global leading companies such as Daikin, Mayr, Predictores, SK Laser, Thyssenkrupp, and W. rth to help B2B professionals scale growth, deepen relevance, and lead in a data-first world. Whether building a smarter lead generation engine, optimizing touchpoints, embracing account-based strategies, or navigating social selling and influencer marketing, this book provides the frameworks, tools, and insights to turn vision into reality. Readers will learn how to ignite digital growth, master touchpoint performance management, and align content strategy with AI. Essential for CMOs, marketing professionals, strategists, and consultants, this volume is a must-have for moving from theory to results. Volume 1 gave you the roadmap; Volume 2 gives you the tools to drive it. [Mastering Deep Learning with TensorFlow: From Fundamentals to Real-World Deployment](#) Peter Jones, 2025-01-17. Explore the realm of artificial intelligence with *Mastering Deep Learning with TensorFlow: From Fundamentals to Real-World Deployment*. This all-encompassing guide provides an in-depth understanding of AI, machine learning, and deep learning, powered by TensorFlow, Google's leading AI framework. Whether you're a beginner starting your AI journey or a professional looking to elevate your expertise in AI model deployment, this book is tailored to meet your needs. Covering crucial topics like neural network design, convolutional and recurrent neural networks, natural language processing, and computer vision, it offers a robust introduction to TensorFlow and its AI applications. Through hands-on examples and a focus on practical solutions, you'll learn how to apply TensorFlow to solve real-world challenges. From theoretical foundations to deployment techniques, *Mastering Deep Learning with TensorFlow* takes you through every step, preparing you to build, fine-tune, and deploy advanced AI models. By the end, you'll be ready to harness TensorFlow's full potential, making strides in the rapidly evolving field of artificial intelligence. This book is an indispensable resource for anyone eager to engage with or advance in AI. **Badass Women and Hashtagged**

Zombies Allison Christina Budaj, 2024-10-16 In its evolution from graphic novels to a sprawling multimedia universe the impact of The Walking Dead cannot be understated Beyond its narrative roots a passionate community of viewers use social media to delve deeper into the anxieties and social issues portrayed within the narrative universe This book uses fan discussions on social media platforms to analyze the series appeal and its ability to provoke discussions about survival societal norms and gender roles leading to a significant online presence and discussions about the characters actions and societal issues portrayed Viewers perceive and champion unconventional actions especially as the leading female characters defy traditional gender roles With the introduction of more diversity the progression of characters within The Walking Dead and its spinoffs continues to disrupt stereotypes Focusing on analyzing audience engagement with AMC's The Walking Dead and its spinoffs through social media this book highlights how fan based interactions in creating a participatory culture around the series highlight societal issues presented offering interpretations theories and personal connections By integrating fan commentary into the analysis fans act as active collaborators in understanding the impact of The Walking Dead universe as a meaningful popular culture artifact

The World Made Meme Ryan M. Milner, 2018-04-13 How memetic media aggregate texts that are collectively created circulated and transformed become a part of public conversations that shape broader cultural debates Internet memes digital snippets that can make a joke make a point or make a connection are now a lingua franca of online life They are collectively created circulated and transformed by countless users across vast networks Most of us have seen the cat playing the piano Kanye interrupting Kanye interrupting the cat playing the piano In *The World Made Meme* Ryan Milner argues that memes and the memetic process are shaping public conversation It's hard to imagine a major pop cultural or political moment that doesn't generate a constellation of memetic texts Memetic media Milner writes offer participation by reappropriation balancing the familiar and the foreign as new iterations intertwine with established ideas New commentary is crafted by the mediated circulation and transformation of old ideas Through memetic media small strands weave together big conversations Milner considers the formal and social dimensions of memetic media and outlines five basic logics that structure them multimodality reappropriation resonance collectivism and spread He examines how memetic media both empower and exclude during public conversations exploring the potential for public voice despite everyday antagonisms Milner argues that memetic media enable the participation of many voices even in the midst of persistent inequality This new kind of participatory conversation he contends complicates the traditional culture industries When age old gatekeepers intertwine with new ways of sharing information the relationship between collective participation and individual expression becomes ambivalent For better or worse and Milner offers examples of both memetic media have changed the nature of public conversations

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