

Campaigns That Shook The World The Evolution Of Public Relations

It's not just smaller, lesser-known companies that have launched dud brands. On the contrary, most of the world's global giants have launched new products that have flopped - spectacularly and at great cost. Haig organizes these 100 ""failures"" into ten types which include classic failures (e.g., New Coke), idea failures (e.g., R.J.Reynolds' smokeless cigarettes), extension failures (e.g. Harley Davidson perfume), culture failures (e.g., Kellogs in India), and technology failures (e.g., Pets.com).

The Carnival Campaign tells the fascinating story of the pivotal 1840 presidential campaign of General William Henry Harrison and John Tyler—“Tippecanoe and Tyler Too.” Pulitzer Prize-nominated former Wall Street Journal reporter Ronald Shafer relates in a colorful, entertaining style how the campaign marked a series of “firsts” that changed politicking forever: the first campaign as mass entertainment; the first “image campaign,” in which strategists portrayed Harrison as a poor man living in a log cabin sipping hard cider (he lived in a mansion and drank only sweet cider); the first time big money was a factor; the first time women could openly participate; and more. While today's electorate has come to view campaigns that emphasize style over substance as a matter of course, this book shows voters how it all began.

Campaigns that Shook the WorldThe Evolution of Public RelationsKogan Page Publishers

Cultural and regional differences in creating and managing advertising require unique responses to a dynamic, rapidly globalising business environment. To be global in advertising is no longer to be homogenised or standardised, it is to be at the leading edge of social and cultural trends that are changing the world as we know it. Global Advertising Practice in a Borderless World covers a wide range of adaptive advertising practices, from major and emerging markets, in mainstream and digital advertising. It focuses on understanding how the globalisation of advertising works in practice, explored in three sections: globalising advertising in a media and communications context; advertising in a global world; and global advertising in a digital world. Covering past, present and potential futures, through an impressive ensemble of global advertising practitioners and academics, the book combines academic rigour with practical insights to provide a comprehensive analysis of the changing dynamics between advertising and globalisation. It will be of great interest to researchers, educators and advanced students in advertising, global branding, international marketing, international business media, communication and cultural studies.

Suez, Hungary, and Eisenhower's Campaign for Peace

Tobacco Industry and Smoking

Why It Sells

All Publicity is Good Publicity and Other Popular Misconceptions

20 Ads that Shook the World

The Future of Conflict, Competition, and Cooperation

Carnival Campaign

With the enormous growth of the internet and social media sites, digital marketing is now worth more per annum than TV advertising in the UK. Social network advertising spending is expected to increase to a staggering \$4.3 billion in 2011 in a bid to attract today's media-savvy consumer. The Best Digital Marketing Campaigns in the World brings together an international collection of the most successful digital marketing campaigns of our time, assessing what they achieved and the business lessons learnt. This practical and insightful book explores how businesses large and small have harnessed social media, blogs, forums, online video and email to boost their brand and attract customers. Damian Ryan and Calvin Jones present a selection of hand-picked case studies, sharing the knowledge and skill of the world's top creative minds. Covering everything from household names such as Pizza Hut and Pepsi to Obama's 2008 presidential election campaign, this book is the must-read guide for all marketers looking to embrace the new digital landscape.

The secret to movement marketing? Your customers want to make a difference. “Scott Goodson and his StrawberryFrog colleagues have found the secret to plugging into Purpose with a capital P: find out what moves people to action, then create a way to support and enhance that movement with your product, service, or craft. I call that a winning strategy.”—Daniel H. Pink, author of Drive and A Whole New Mind
“I want to change your customers’ buying habits? Want to change the world? Stop marketing, read this book, roll up your sleeves, and start a movement.” —Sally Hogshead, author of Fascinate and creator of HowToFascinate.com
“Essential stuff. One of the smartest thinkers on branding on one of the most important developments in that critical intersection between culture and marketing.” —Adam Morgan, author of Eating the Big Fish and The Pirate Inside
“A well-researched and insightful book that will hopefully spark a movement against traditional, stodgy marketing. A must-read for the new generation of marketers who will be defining tomorrow’s marketing landscape.” —Boutros Boutros, Senior Vice President, Emirates Airline
About the Book: Movement marketing is changing the world. It’s the new way forward for anyone trying to win customers’ loyalty, influence public opinion, and even change the world. In Uprising, Scott Goodson, founder and CEO of StrawberryFrog, the world’s first cultural movement agency, shows how your idea or organization can successfully ride this wave of cultural movements to authentically connect to the lives and passions of people everywhere. We are in the midst of a profound cultural transformation in which technology is making it easier than ever for anyone to share ideas, goals, and interests. Working with companies and brands ranging from SmartCar to Pampers to Jim Beam to India’s Mahindra Group, StrawberryFrog and Goodson have led a paradigm shift away from one-on-one selling to sharing. Using client case studies and contributions from a global team of movement marketing forerunners—among them, political guru Mark McKinnon; Lee Clow, creative chief at TBWA/Chiat/Day; Apple evangelist Guy Kawasaki; and Marty Cooke, who helped make yellow LIVESTRONG bracelets synonymous with the fight against cancer—Goodson details why and how individuals and companies are embracing the movement phenomenon. He then applies these insights to practical steps that you can take right now to reach people through what matters most to them, including: Stop talking about yourself—let the movement control your message Home in on the core objectives of your concept or brand—and align these values with what people are for (or against) “Light the spark”—create a culture within your organization that can embrace and drive a movement Leverage your assets—content, events, expertise, connecting platforms—to give people tools to spread your gospel Adjust concepts to travel across borders and link people across cultural boundaries The examples and guidance in this book will prepare you to find, connect to, and even lead the next big movement. What happens next is up to you. Get up. Go out. And create a brand Uprising of your own.

Music has long played a role in American presidential campaigns as a mode of both expressing candidates’ messages and criticizing the opposition. The relevance of music in the 2016 campaign for the White House took various forms in a range of American media: a significant amount of popular music was used by campaigns, many artist endorsements were sought by candidates, ever-changing songs were employed at rallies, instances of musicians threatening legal action against candidates burgeoned, and artists and others increasingly used music as a form of political protest before and after Election Day. The 2016 campaign was a game changer, similar to the development of music in the 1840 campaign, when “Tippecanoe and Tyler Too” helped sing William Harrison into the White House. The ten chapters in this collection place music use in 2016 in historical perspective before examining musical messaging, strategy, and parody. The book ultimately explores causality: how do music and musicians affect presidential elections, and how do politicians and campaigns affect music and musicians? The authors explain this interaction from various perspectives, with methodological approaches from several fields, including political science, legal studies, musicology, cultural studies, rhetorical studies, and communications and journalism. These chapters will help the reader understand music in the 2016 election to realize how music will be relevant in 2020 and beyond.

The 1972 campaign led to an agreement that allowed the USA to withdraw from the Vietnam War with some dignity while giving South Vietnam a chance to survive as an independent nation. It did not turn out that way, because North Vietnam broke the agreement, invaded South Vietnam which was then abandoned (and betrayed) by the USA. This was more than unfortunate, especially since the book demonstrated North Vietnam’s vulnerability to US airpower, and the ability of the USAF and the USN to apply it when free of the restrictions that plagued them until Linebacker. Here is an unprecedented look at one of the most critical campaigns of modern air warfare, documented in rich, fascinating detail. It is told in the vividly personal words of the pilots and crews who flew the missions - men who dramatically helped to end the American role in the Vietnam conflict and to bring the POWs home.

Condom Nation

Adland

How to develop a public relations strategy that works!

In the War for American Ideals

Creative Advertising

Black Americans Who Shook Up the World

A Global History of Advertising

The emergence of severe acute respiratory syndrome (SARS) in late 2002 and 2003 challenged the global public health community to confront a novel epidemic that spread rapidly from its origins in southern China until it had reached more than 25 other countries within a matter of months. In addition to the number of patients infected with the SARS virus, the disease had profound economic and political repercussions in many of the affected regions. Recent reports of isolated new SARS cases and a fear that the disease could reemerge and spread have put public health officials on high alert for any indications of possible new outbreaks. This report examines the response to SARS by public health systems in individual countries, the biology of the SARS coronavirus and related coronaviruses in animals, the economic and political fallout of the SARS epidemic, quarantine law and other public health measures that apply to combating infectious diseases, and the role of international organizations and scientific cooperation in halting the spread of SARS. The report provides an illuminating survey of findings from the epidemic, along with an assessment of what might be needed in order to contain any future outbreaks of SARS or other emerging infections.

One of the advertising world's all-time greats--the first woman president of an advertising agency and the first woman CEO of a company on the New York Stock Exchange--tells her riveting story. 36 photos.

Campaigns that Shook the World (2015) tells the history of public relations through a series of groundbreaking campaigns, work that inspired a revolutionary shift in communications. These blinks will show you how to create a campaign that packs a serious punch and leads your company to success.

In this entertaining yet practical memoir, advertising industry legend Dusenberry shares his best advice and funniest stories as he reveals what really works in the fiercely competitive game of trying to stick in the consumer’s mind. And he shows how anyo

A Confederate Companion for the Maryland Campaign of 1862

Shutdown

Adcult USA

Campaign America '96

The View from the Couch

The Best Digital Marketing Campaigns in the World

Why advertising has become the dominant meaning-making system in American culture and satisfies our desires in fundamental ways.

Myths of PR uses popular myths about the theory and practice of public relations as a vehicle for helping startup owners, brand marketers, communications practitioners and students to distinguish between fads and tried-and-tested PR practice. Its purpose is to shatter widespread misconceptions about PR, and grant readers insights into why these myths have endured in spite of clearly demonstrable evidence to the contrary. By exploring topics that readers will relate to (though many might frequently misunderstand), Myths of PR will shed new light on essential PR methodology. From the assumption that PR is a never-ending party, propagated by the way the industry is shown in the media and entertainment, to more potentially damaging misconceptions such as the often-repeated ‘all publicity is good publicity’, it is an engaging, anecdotal read that offers authentic insights into the reality of PR practice from one of the brightest and most exciting young communication experts in the UK.

Marcel Danesi is an entertaining and insightful tour guide to decoding the messages woven into the advertisements, commercials, brand names, and logos we see on a daily basis. Guiding readers through the basics of how to interpret ads, Danesi explores everything from product and package design to jingles, cyberadvertising, ad campaigns, global impacts, culture jamming, and advertising effects. Why It Sells will fascinate and inform all readers interested in how ads, marketing, and branding take hold in the consumer psyche.

In the second volume of The Best Digital Marketing Campaigns in the World, best-selling author Damian Ryan presents an international showcase of the most successful digital marketing campaigns in recent history, analysing what they did right and their impact. This privileged insight into some of the freshest, most creative thinking in the industry covers 40 new campaigns from 40 different agencies/brands around the world, 16 in the UK, 5 in the US/Canada, and the rest from Europe, Australia, the Middle East and North Africa, South Africa and South America. Full of behind-the-scenes insights into campaign strategy, implementation and results, The Best Digital Marketing Campaigns in the World II explores how businesses and agencies, large and small, have harnessed social media, blogs, video, email, mobile and search to boost their brand and attract customers. Covering a wide range of world-class, award-winning campaigns from brands such as Activia, Red Bull, Heinz, Harley Davidson, O2, Peugeot, Nike, Samsung, and UEFA, and agencies including T Ribal DDB, Scholz and Volkmer, Red Bee, Bell Pottinger Wired, We Are Social and Symbio Digital, this is an inspirational must-read for everyone working in marketing and advertising.

How the Rollicking 1840 Campaign of ‘Tippecanoe and Tyler Too’ Changed Presidential Elections Forever

Real Life Stories From B52 Crew In Vietnam War: B 52 Bombing Vietnam

Summary of Campaigns That Shook the World: the Evolution of Public Relations by Danny Rogers

Decoding the Meanings of Brand Names, Logos, Ads, and Other Marketing and Advertising Ploys

Twelve Days That Shook The World

Campaigns that Shook the World

50 Women and Girls Who Shook Up the World

A companion volume to Taken at the Flood, this work identifies areas of research and in-depth source material for studies of the Maryland Campaign of 1862.

Chronicles the events in Petrograd in November 1917, when Lenin and the Bolsheviks finally seized power, including speeches by leaders and quotes from everyday bystanders.

In 1900 a violent rebellion swept northern China – the Boxer Rebellion. The Boxers were a secret society who sought to rid their country of the pernicious influence of the foreign powers who had gradually acquired a stranglehold on China. With the connivance of the Imperial Court they laid siege to the legation quarter of Peking. Trapped inside were an assortment of diplomats, civilians and a small number of troops. They were all Sir Claude Macdonald, the British Minister in Peking, had to defend against thousands of hostile Boxers and Imperial troops. It would now be a race against time. Could the British send reinforcements in time to reach them? This book describes the desperate series of events as the multinational force rushed to their rescue.

Move aside history—it’s time for herstory. Celebrate fifty inspiring and powerful women who changed the world and left their mark in this lavishly illustrated biography compilation that’s perfect for fans of Good Night Stories for Rebel Girls and She Persisted. Throughout history, girls have often been discussed in terms of what they couldn’t or shouldn’t do. Not anymore. It’s time for herstory—a celebration of not only what girls can do, but the remarkable things women have already accomplished, even when others tried to stop them. In this uplifting and inspiring book, follow the stories of fifty powerhouse women from around the world and across time who each managed to change the world as they knew it forever. Telling the stories of their childhood, the challenges they faced, and the impact of their achievements, each lavishly illustrated spread is a celebration of girl power in its many forms. From astronauts to activists, musicians to mathematicians, these women are sure to motivate young readers of all backgrounds to focus not on the can’ts and shouldn’ts, but on what they can do: anything!

Whistlestop

Herstory

Insurgent Mexico

Daily Report

Ten Days That Shook the World

The U.S. Government's Sex Education Campaign from World War I to the Internet

Peking 1900

A lively, revelatory popular history that tells the story of both the Suez Crisis and the Hungarian Revolution of 1956—a tale of conspiracy and revolutions, spies and terrorists, kidnappings and assassination plots, the fall of the British Empire and the rise of American hegemony under the heroic leadership of President Dwight D. Eisenhower—which shaped the Middle East and Europe we know today. The year 1956 was a turning point in history. Over sixteen extraordinary days in October and November of that year, the twin crises involving Suez and Hungary pushed the world to the brink of a nuclear conflict and what many at the time were calling World War III. Blood and Sand delivers this story in an hour-by-hour account through a fascinating international cast of characters: Anthony Eden, the British prime minister, caught in a trap of his own making; Gamal Abdel Nasser, the bold young populist leader of Egypt; David Ben-Gurion, the aging Zionist hero of Israel; Guy Mollet, the belligerent French prime minister; and Dwight D. Eisenhower, the American president, torn between an old world order and a new one in the very same week that his own fate as president was to be decided by the American people. This is a revelatory history of these dramatic events and people, for the first time setting both crises in the context of the global Cold War, the Arab-Israeli conflict, and the treacherous power politics of imperialism and oil. Blood and Sand resonates strikingly with the problems of oil control, religious fundamentalism, and international unity that face the world today, and is essential reading for anyone concerned with the state of the modern Middle East and Europe. Blood and Sand includes 25-30 black-and-white photographs.

Over the past four decades, a series of PR campaigns have helped to shape popular culture and influence public opinion. Campaigns that Shook the World provides the inside story on the pivotal PR campaigns of the past four decades, following and celebrating the maturation and expansion of the PR industry towards today's practice. It examines ten of these campaigns in detail from the 1970s to the present day, explaining their strategy and tactics, looking at the imagery and icons they created and interviewing the powerful, flamboyant personalities who crafted and executed these seminal projects. Each chapter is built around extended case studies including Thatcherism (1979), New Labour, The Royal Family, The Rolling Stones (1981), David Beckham, London 2012, Product [RED], The Obama Campaign (2008) and Dove Real Beauty. Featuring campaigns by Saatchi & Saatchi, Bell Pottinger, Ogilvy, Freuds, Pitch and other well-known agencies, Campaigns that Shook the World grapples with PR's uneasy place at the nexus of politics and celebrity, holding the best campaigns up to scrutiny and showcasing just how powerful PR can be as an instrument of change, for the good, and at times for the less than good. It contains insights from Alastair Campbell, Lord Tim Bell, Alan Edwards, Paddy Harverson, Matthew Freud and many others.

Kissinger Center for Global Affairs, Johns Hopkins University Press is pleased to donate funds to the Maryland Food Bank, in support of the university's food distribution efforts in East Baltimore during this period of food insecurity due to COVID-19 pandemic hardships.

From the co-author of the #1 New York Times bestseller Hamilton: The Revolution, the stunning story of five American radicals fighting for their ideals as the country goes mad around them “Inspiring and entertaining.”—David Brooks, The New York Times “It’s not difficult to see why [Lin-Manuel] Miranda would have been attracted to [Jeremy] McCarter as a writing partner.”—The Wall Street Journal “One of the exciting new nonfiction books this summer.”—Time Where do we find our ideals? What does it mean to live for them—and to risk dying for them? For Americans during World War I, these weren’t abstract questions. Young Radicals tells the story of five activists, intellectuals and troublemakers who agitated for freedom and equality in the hopeful years before the war, then fought to defend those values in a country pitching into violence and chaos. Based on six years of extensive archival research, Jeremy McCarter’s dramatic narrative brings to life the exploits of Randolph Bourne, the bold social critic who strove for a dream of America that was decades ahead of its time; Max Eastman, the charismatic poet-propagandist of Greenwich Village, whose magazine The Masses fought the government for the right to oppose the war; Walter Lippmann, a boy wonder of socialism who forged a new path to seize new opportunities; Alice Paul, a suffragist leader who risked everything to win women the right to vote; and John Reed, the swashbuckling journalist and impresario who was an eyewitness to—and a key player in—the Russian Revolution. Each of these figures sensed a moment of unprecedented promise for American life—politically, socially, culturally—and struggled to bring it about, only to see a cataclysmic war and reactionary fervor sweep it away. A century later, we are still fighting for the ideals these five championed: peace, women’s rights, economic equality, freedom of speech—all aspects of a vibrant American democracy. The story of their struggles brings new light and fresh inspiration to our own. Praise for Young Radicals “In this lively, if at times swooningly earnest, portrait of artists, activists, writers and intellectuals, McCarter chronicles a moment in American history when ‘socialism, progressivism, modernism, and feminism all exploded at once.”—Newsday “A brisk pace and sympathetic portraits make for an entertaining, well-researched history of a decade marked by ebullience, hope, and pain.”—Kirkus Reviews “McCarter’s prose is engaging, moving, and, at times, laugh-out-loud funny. Recommended for young radicals today who want to understand past attempts to change the world in the face of repression.”—Library Journal (starred review)

Preparing for the Next Disease Outbreak: Workshop Summary

Myths of PR

How Covid Shook the World's Economy

The Best Digital Marketing Campaigns in the World II

Global Advertising Practice in a Borderless World

When We Set His Hair on Fire

Sounding the Shallows

“This book’s great service is that it challenges us to consider the ways in which our institutions and systems, and the assumptions, positions and divisions that undergird them, leave us ill prepared for the next crisis.”—Robert Rubin, *The New York Times Book Review*
“Full of valuable insight and telling details, this may well be the best thing to read if you want to know what happened in 2020.” —Paul Krugman, *New York Review of Books*
Deftly weaving finance, politics, business, and the global human experience into one tight narrative, a tour-de-force account of 2020, the year that changed everything—from the acclaimed author of Crashed. The shocks of 2020 have been great and small, disrupting the world economy, international relations and the daily lives of virtually everyone on the planet. Never before has the entire world economy contracted by 20 percent in a matter of weeks nor in the historic record of modern capitalism has there been a moment in which 95 percent of the world’s economies were suffering all at the same time. Across the world hundreds of millions have lost their jobs. And over it all looms the specter of pandemic, and death. Adam Toose, whose last book was universally lauded for guiding us coherently through the chaos of the 2008 crash, now brings his bravura analytical and narrative skills to a panoramic and synthetic overview of our current crisis. By focusing on finance and business, he sets the pandemic story in a frame that casts a sobering new light on how unprepared the world was to fight the crisis, and how deep the ruptures in our way of living and doing business are. The virus has attacked the economy with as much ferocity as it has our health, and there is no vaccine arriving to address that. Toose’s special gift is to show how social organization, political interests, and economic policy interact with devastating human consequences, from your local hospital to the World Bank. He moves fluidly from the impact of currency fluctuations to the decimation of institutions—such as health-care systems, schools, and social services—in the name of efficiency. He starkly analyzes what happened when the pandemic collided with domestic politics (China’s party conferences; the American elections), what the unintended consequences of the vaccine race might be, and the role climate change played in the pandemic. Finally, he proves how no unilateral declaration of ‘independence’ or isolation can extricate any modern country from the global web of travel, goods, services, and finance.

This revised volume reveals how the presidential campaign worked during the build-up to the last US election. Looking forward to campaign 2020, the book looks at characters such as Colin Powell and Ross Perot, and features a new chapter titled From Monica to Milosevic, 1998-1999.

WHISTLESTOP From Face the Nation moderator and contributing editor for The Atlantic John Dickerson come the stories behind the stories of the most memorable moments in American presidential campaign history. The stakes are high. The characters full of striving and ego. Presidential campaigns are a contest for control of power in the most powerful country on earth. The battle of ideas has a clear end, with winners and losers, and along the way there are sharp turning points—primaries, debates, conventions, and scandals that squeeze candidates into emergency action, frantic grasping, and heroic gambles. As Mike Murphy the political strategist put it, “Campaigns are like war without bullets.” **WHISTLESTOP** tells the human story of nervous gambits hatched in first-floor hotel rooms, failures of will before the microphone, and the cross-country crack-ups of long-planned strategists. At the bar at the end of a campaign day, these are the stories reporters rehash for themselves and embellish for newcomers. In addition to the familiar tales, **WHISTLESTOP** also remembers the forgotten stories about the bruising and reckless campaigns of the nineteenth century when the combatants believed the consequences included the fate of the republic itself. Some of the most modern-feeling elements of the American presidential campaign were born before the roads were paved and electric lights lit the convention halls—or there were convention halls at all. **WHISTLESTOP** is a ride through the American campaign history with one of its most enthusiastic conductors guiding you through the landmarks along the way.

World War I forever changed how nations engage in warfare. Airplanes, tanks, and submarines were used on a larger scale than ever before. This volume examines the root causes of World War I, which escalated from a small political incident into a massive global crisis. It also details the impact of this war in its immediate aftermath and in the decades that followed. Readers will be engaged by the accessible text, which is enhanced with historical photographs, primary sources, and in-depth sidebars.

Mastering The Art of Customer Engagement

You Shook Me All Campaign Long

Ideas and Techniques from the World's Best Campaigns

Uprising: How to Build a Brand--and Change the World--By Sparking Cultural Movements

Learning from SARS

A Brief Historical, Political, Theological, Philosophical, and Psychological Perspective

Islam Vs. West Fact Or Fiction?

Publisher description

Islam's 1,400-year history has made an important contribution to world civilization. In its nascent state, it miraculously brought the mighty Christian Byzantine and Zoroastrian Persian empires to their knees. In the span of a generation, the Islamic world became one of the largest empires in history. Despite the stereotype of Islam being spread with the sword, it was mainly adopted and practiced peacefully. Islam recognizes the fundamental importance of the individual's right to religious self-determination. Islam's aversion to compulsion and its affirmation of the individual's right to choose are clearly stated in the Quran. Nevertheless, a transformation has occurred in the Muslim world that has led to a decline in Islamic civilization. This book summarizes the major historical factors that have contributed to this decline, leading to the 9/11 terrorist attacks, and proposes a three-step process of conflict resolution between Islam and the West. Internal problems, especially doctrinal struggles, were primarily responsible for Islam's downfall. In addition, disorder and intolerance followed from the devastating conquests by Christian Crusaders and Mongol hordes, and more recently from the imperialism and colonization of the eighteenth and nineteenth centuries.

Praise for the previous edition:

Campaigns that Shook the World examines the most extraordinary PR campaigns from the 1970s to the present day showcasing the impact of PR excellence.

Young Radicals

The Pierce 44

A Big Life In Advertising

A History of the Great War

Understanding Media Semiotics

Insights and Accidents from a Hall-of-fame Career in Advertising

The Boxer Rebellion

This history of the U.S. public health Service's efforts to educate Americans about sex makes clear why federally funded sex education has been haphazard, ad hoc, and often ineffectual. Since launching its first sex ed program during World War I, the Public Health Service has dominated federal sex education efforts. Alexandra M. Lord draws on medical research, news reports, the expansive records of the Public Health Service, and interviews with former surgeons general to examine these efforts. From early initiatives through the administration of George W. Bush, giving equal voice to many groups in America—middle class, black, white, urban, rural, Christian and non-Christian, scientist and theologian—Lord explores how federal officials struggled to create sex education programs that balanced cultural and public health concerns. She details how the Public Health Service left an indelible mark on federally and privately funded sex education programs through partnerships and initiatives with community organizations, public schools, foundations, corporations, and religious groups. In the process, Lord explains how tensions among these organizations and local, state, and federal officials often exacerbated existing controversies about sexual behavior. She also discusses why the Public Health Service's promotional tactics sometimes inadvertently fueled public fears about the federal government's goals in promoting, or not promoting, sex education. This thoroughly documented and compelling history of the U.S. Public Health Service's involvement in sex education provides new insights into one of the most contested subjects in America. -- Tamara Myers
The PR Masterclass is written by former newspaper, magazine and digital journalist Alex Singleton, who is now a prominent PR trainer and consultant. It reveals the secrets of effective PR and shows how to put in place a practical, reliable and successful media strategy for your product, business or goals – one that delivers the greatest results. Through the book, you get to discover how to develop and pitch effective newsworthy material, regardless of your budget. The PR Masterclass is aimed at PR professionals as well as small business owners and entrepreneurs

implementing a PR strategy. "PR can do more for your money than any other marketing tool. But very few people understand how to use it. Alex does because he has been at the receiving end. So will you if you read this remarkably practical book." —Drayton Bird, author, *Commonsense Direct and Digital Marketing* *"The lessons contained within The PR Masterclass should be plastered over the walls of organisations seeking to utilise the media effectively for their campaigns. This book is a must-have reference point."* —Ryan Bourne, *CityAM* columnist and Head of Economic Research, Centre for Policy Studies *"This is an important book about public relations and how the media is changing. Singleton is a straight-talking journalist-turned-practitioner who pulls no punches. He calls on the industry to grow up and adopt the rigour of a professional discipline. It's a call to action that I wholly heartedly support. You should read The PR Masterclass if you're new to public relations or work in the profession and want to continue doing so."* —Stephen Waddington, European director, Ketchum, and 2014 President of the Chartered Institute of Public Relations (CIPR) *"Provides all you need to know about securing press coverage."* —Fraser Setiel, *O'Dwyer's PR* magazine *"Every page is packed with insight and practical advice."* —Steve Harrison, co-founder, Harrison Troughton Wunderman *"Written in a no-nonsense style, every chapter contains a mine of information about the subject. What's more, it's clear that Alex knows the business inside out. This is the kind of book you need to have close at hand. Do what it says, and you'll be miles ahead with your PR."* —James Hammond, brand consultant *"Alex Singleton's book on public relations strategy is an excellent practical guide to the real world of PR."* —Ray Hiebert, Editor, *Public Relations Review*

Time to create ideas - The Kickstart catalogue - Wit an humour in the copy - Creative techniques - Visualization - Interviews and resources.

The author analyzes the century in advertising, focusing on the great "campaigns," from P.T. Barnum to Nike's "Just do it."

Blood and Sand

COVID-19 and World Order

The Truth about the 100 Biggest Branding Mistakes of All Time

The PR Masterclass

The Century's Most Groundbreaking Advertising and how it Changed Us All

The Triumph of Advertising in American Culture

China

A dynamic and hip collective biography that presents forty-four of America's greatest movers and shakers, from Frederick Douglass to Aretha Franklin to Barack Obama, written by ESPN's TheUndeatead.com and illustrated with dazzling portraits by Rob Ball. Meet forty-four of America's most impressive heroes in this collective biography of African American figures authored by the team at ESPN's TheUndeatead.com. From visionaries to entrepreneurs, athletes to activists, the figures are beacons of brilliance, perseverance, and excellence. Each short biography is accompanied by a compelling portrait by Robert Ball, whose bright, graphic art pops off the page. Bringing household names like Serena Williams and Harriet Tubman together with lesser-known but highly deserving figures such as Robert Abbott and Dr. Charles Drew, this collection is a celebration of all that African Americans have achieved, despite everything they have had to overcome.

Media semiotics is a valuable method of focusing on the hidden meanings within media texts. This book offers students an in-depth guide to help them investigate and understand the media using semiotic theory. It assumes little previous knowledge of the field, avoiding jargon and explaining the issues step by step. The two basic features of the methods used are the historical study of media and their genre and the analysis of the meaning structures that such genres encode. Semiotic analysis is sometimes seen as complicated and difficult to understand; Marcel Danesi shows that on the contrary it can be readily understood and can greatly enrich students' understanding of media texts, from print media right through to the internet.

My Favorite Stories from Presidential Campaign History

Brand Failures

Music in the 2016 Presidential Election and Beyond

World War I and the Rise of Global Conflict

The Evolution of Public Relations