

Study Guide Media Education Foundation Educational Videos

Collects photographs and letters from teenage girls asked to describe or define themselves and their world.

A blueprint for the next generation of feminist activists *Fight Like a Girl* offers a vision of the past, present, and future of feminism. With an eye toward what it takes to create actual change and a deep understanding of women’s history and the key issues facing girls and young women today, Megan Seely offers a pragmatic introduction to feminism. Written in an upbeat and personal style, *Fight Like a Girl* offers an overview of feminism, including historical roots, myths and meanings, triumphs and shortcomings. Sharing personal stories from her own experience as a young activist, as a mother, and as a teacher, Seely offers a practical guide to getting involved, taking action, and waging successful events and campaigns. The second edition addresses more themes and topics than before, including gender and sexuality, self-esteem, reproductive health, sexual violence, body image and acceptance, motherhood and family, and intersections of identities, such as race, gender, class, and sexualities. *Fight Like a Girl* is an invaluable introduction to both feminism and activism, defining the core tenets of feminism, the key challenges both within and outside the feminist movement, and the steps we can take to create a more socially just world.

The Book of Mormon Study Guide volume two is a continuation of our popular best selling volume one. We have received hundreds of reviews of how our first volume has improved study of the Book of Mormon and changed lives. This study guide is designed to fit the needs of various ages and study habits and is ideal for personal, class or family study. We have taken every chapter in Alma - Moroni and provided study pages to help you really dig in and study every single verse! This study guide contains 175 pages of study pages and note pages where you can record your valuable insights. Please see the pictures for examples of what your study pages could look like. If you like to doodle and draw - then you can fill your pages with doodles and drawings! Another person may want to write in great detail. Another may make lists, draw diagrams, etc. You can customize this study guide to your own personal preferences! We have provided you many diagrams to help you follow story lines, lineage, doctrines, etc. These pages will offer you valuable insights that you can easily reference as you are studying your Book of Mormon! Besides being a helpful study guide, this journal also provides a place for you to record what you are learning and leave a history of your thoughts and insights as you study your Book of Mormon.

SMART Study Skills (Christian School Edition) will help any student become an independent learner, get better grades, prepare for any test or exam, and master memory strategies for any subject. This book covers the whole spectrum of studying, from creating a SMART Study Plan to the process of evaluating the effectiveness of strategies. It is a must have for any student learning to study!

Practical Media Literacy

Every Believer’s Birth Right to Walk in the Supernatural

Representation

The Media Sexualization of Young Girls and What We Can Do About It

Confronting the Challenges of Participatory Culture

The Injustice of Appearance in Life and Law

Consuming Kids

No Logo

*Word of Mouth? Engagement? Author Brand? Today’s successful author needs a strong online presence, but how do you choose which social media platforms work best for your books while building your readership? Marketing professor Tyra Burton and international bestselling author Jana Oliver tackle tough Social Media questions with real-world examples and insights to help you build your brand and expand your fanbase. * Using Social Media to Increase Sales * Establishing an Author Brand * Utilizing Analytical Tools to Reach Your Readers * Creating Shareable & Engaging Content * Word of Mouth & Influencers * Copyright & Trademark Basics * Getting the most from Google+, Facebook, Twitter & Tumblr * Building Brand with Pinterest, Goodreads & Amazon*

Friends, Lovers, Co-Workers, and Community analyzes both how complex, interpersonal relationships were both depicted in and were influenced by television programs in the first decade of the twenty-first century. The #1 guide to the principles and clinical applications of evidence-based medicine has just gotten better! A Doody’s Core Title ESSENTIAL PURCHASE for 2011! No other resource helps you to put key evidence-based medicine protocols into daily clinical practice better than Users’ Guides to the Medical Literature. An instant classic in its first edition, this detailed, yet highly readable reference demystifies the statistical, analytical, and clinical principles of evidence-based medicine, giving you a hands-on, practical resource that no other text can match. Here, you’ll learn how to distinguish solid medical evidence from poor medical evidence, devise the best search strategies for each clinical question, critically appraise the medical literature, and optimally tailor evidence-based medicine for each patient. The new second edition of this landmark resource is now completely revised and refreshed throughout, with expanded coverage of both basic and advanced issues in using evidence-based medicine in clinical practice. FEATURES: Completely revised and updated to reflect the enormous expansion in medical research and evidence-based resources since the first edition Innovative organization guides you from the fundamentals of using the medical literature to the more advanced strategies and skills for use in every day patient care situations Abundant and current real-world examples drawn from the medical literature are woven throughout, and include important related principles and pitfalls in using medical literature in patient care decisions Practical focus on the key issues in evidence-based practice: What are the results? Are the results valid? How to I apply to results to the care of my patients? More than 60 internationally recognized editors and contributors from the U.S., Canada, South America, Europe, and Asia -- the best of the best in the discipline NEW coverage on how to: --Avoid being misled by biased presentations of research findings --Interpret the significance of clinical trials that are discontinued early --Influence clinician behavior to improve patient care --Apply key strategies for teaching evidence-based medicine Also look for JAMAevidence.com, a new interactive database for the best practice of evidence based medicine.

Advertising = consumption = climate change

Financial Counseling

Resistance and Repression in the Age of Intellectual Property

Freedom of Expression

New Strategies in Marketing Theory, Practice, Trends, and Ethics

The Dangers and Consequences of America’s Growing Dependency on Imported Petroleum

Theory and Practice

Everything I Know about Relationships I Learned from Television

Cultural Representations and Signifying Practices

During live CPE training sessions, and through Excel articles featured in magazines such as the Journal of Accountancy and California CPA Magazine, Jeff Lenning, founder of Excel University, Inc., has shown thousands of CPAs and accounting professionals across the country how to use Excel more effectively. Drawing on his experience as an auditor, a financial analyst in industry, an accounting manager at a public company, and a consultant, he has demonstrated how to leverage Excel in order to improve efficiency by reducing the time it takes to complete job tasks. Written to reach those he won’t have the opportunity to meet in one of his CPE sessions, Lenning’s series, Excel University: Microsoft Excel Training for CPAs and Accounting Professionals, offers a comprehensive collection of the features, functions, and techniques that are of direct benefit to accountants working in industry, public practice, consulting, or not-for-profit. Concentrating on Excel for Windows, his books offer a hands-on approach to learning and include narrative, screenshots, video content, Excel practice files, and exercises that demonstrate the practical application of the items presented in each chapter. Visit http: //www.excel-university.com to access the Excel University video library and to download the practice files. Features, functions and techniques are presented in a sequential and progressive manner, so the books are best read in order. In Volume 1, the author presents material and information that will prove useful to every accountant, regardless of the type of work they do. Blown away by the power of Excel, readers are sure to find this series relevant, enlightening, and extremely easy-to-follow.

Financial struggles of American families are headline news. In communities across the nation, families feel the pinch of stagnant and sometimes declining incomes. Many have not recovered from the Great Recession, when millions lost their homes and retirement savings. They are bombarded daily with vexing financial decisions: Which bills to pay? Where to cash checks? How to cover an emergency? How to improve a credit report? How to bank online? How to save for the future? Low- and moderate-income families have few places to turn for guidance on financial matters. Not many can afford to pay a financial advisor to help navigate an increasingly complex financial world. They do their best with advice from family and trusted individuals. Social workers, financial counselors, and human services professionals can help. As "first responders," they assist families and help in finding financial support from public and private sources. But these professionals are too often unprepared to address the full range of financial troubles of ordinary working families. Financial Capability and Asset Building in Vulnerable Households prepares social workers, financial counselors, and other human service professionals for financial practice with vulnerable families. Building on more than 20 years of research, the book sets the stage with key concepts, historical antecedents, and current financial challenges of families in America. It provides knowledge and tools to assist families in pressing financial circumstances, and offers a lifespan perspective of financial capability and environmental influences on financial behaviors and actions. Furthermore, the text details practice principles and skills for direct interventions, as well as for designing financial services and policy innovations. It is an essential resource for preparing the next generation of practitioners who can enable families to achieve economic security and development.

#1 NEW YORK TIMES BESTSELLER • NATIONAL BOOK AWARD WINNER • NAMED ONE OF TIME’S TEN BEST NONFICTION BOOKS OF THE DECADE • PULITZER PRIZE FINALIST • NATIONAL BOOK CRITICS CIRCLE AWARD FINALIST • ONE OF OPRAH’S “BOOKS THAT HELP ME THROUGH” • NOW AN HBO ORIGINAL SPECIAL EVENT Hailed by Toni Morrison as “required reading,” a bold and personal literary exploration of America’s racial history by “the most important essayist in a generation and a writer who changed the national political conversation about race” (Rolling Stone) **NAMED ONE OF THE MOST INFLUENTIAL BOOKS OF THE DECADE BY CNN • NAMED ONE OF PASTE’S BEST MEMOIRS OF THE DECADE • NAMED ONE OF THE TEN BEST BOOKS OF THE YEAR BY The New York Times Book Review • O: The Oprah Magazine • The Washington Post • People • Entertainment Weekly • Vogue • Los Angeles Times • San Francisco Chronicle • Chicago Tribune • New York • Newsday • Library Journal • Publishers Weekly** In a profound work that pivots from the biggest questions about American history and ideals to the most intimate concerns of a father for his son, Ta-Nehisi Coates offers a powerful new framework for understanding our nation’s history and current crisis. Americans have built an empire on the idea of “race,” a falsehood that damages us all but falls most heavily on the bodies of black women and men—bodies exploited through slavery and segregation, and, today, threatened, locked up, and murdered out of all proportion. What is it like to inhabit a black body and find a way to live within it? And how can we all honestly reckon with this fraught history and free ourselves from its burden? *Between the World and Me* is Ta-Nehisi Coates’s attempt to answer these questions in a letter to his adolescent son. Coates shares with his son—and readers—the story of his awakening to the truth about his place in the world through a series of revelatory experiences, from Howard University to Civil War battlefields, from the South Side of Chicago to Paris, from his childhood home to the living rooms of mothers whose children’s lives were taken as American plunder. Beautifully woven from personal narrative, reimagined history, and fresh, emotionally charged reportage, *Between the World and Me* clearly illuminates the past, bracingly confronts our present, and offers a transcendent vision for a way forward.

Behind the mask of "cool"--a clear-eyed look at how African American inner-city youths defend themselves against the indignities, inequities, and injuries of ghetto life--a pose that leads to the real alienation of these young men from both the white world and their own communities.

International Handbook of Media Literacy Education

Sports and Resistance in United States

Financial Capability and Asset Building in Vulnerable Households

Book of Mormon Study Guide Volume Two

Blood and Oil

Excel University

Guidelines for Teaching and Learning

The Author’s Guide to Social Media

PMBOK® Guide is the go-to resource for project management practitioners. The project management profession has significantly evolved due to emerging technology, new approaches and rapid market changes. Reflecting this evolution, The Standard for Project Management enumerates 12 principles of project management and the PMBOK® Guide – Seventh Edition is structured around eight project performance domains.This edition is designed to address practitioners’ current and future needs and to help them be more proactive, innovative and nimble in enabling desired project outcomes.This edition of the PMBOK® Guide:•Reflects the full range of development approaches (predictive, adaptive, hybrid, etc.)•Provides an entire section devoted to tailoring the development approach and processes;•Includes an expanded list of models, methods, and artifacts;•Focuses on not just delivering project outputs but also enabling outcomes; and• Integrates with PMIstandards+™ for information and standards application content based on project type, development approach, and industry sector.

"Why does every one of my friends have an eating disorder, or, at the very least, a screwed-up approach to food and fitness?" writes journalist Courtney E. Martin. The new world culture of eating disorders and food and body issues affects virtually all -- not just a rare few -- of today's young women. They are your sisters, friends, and colleagues -- a generation told that they could "be anything," who instead heard that they had to "be everything." Driven by a relentless quest for perfection, they are on the verge of a breakdown, exhausted from overexercising, binging, purging, and depriving themselves to attain an unhealthy ideal. An emerging new talent, Courtney E. Martin is the voice of a young generation so obsessed with being thin that their consciousness is always focused inward, to the detriment of their careers and relationships. Health and wellness, joy and love have come to seem ancillary compared to the desire for a perfect body. Even though eating disorders first became generally known about twenty-five years ago, they have burgeoned, worsened, become more difficult to treat and more fatal (50 percent of anorexics who do not respond to treatment die within ten years). Consider these statistics: Ten million Americans suffer from eating disorders. Seventy million people worldwide suffer from eating disorders. More than half of American women between the ages of eighteen and twenty-five would prefer to be run over by a truck or die young than be fat. More than two-thirds would rather be mean and stupid. Eating disorders have the highest mortality rate of any psychological disease. In *Perfect Girls, Starving Daughters*, Martin offers original research from the front lines of the eating disorders battlefield. Drawn from more than a hundred interviews with sufferers, psychologists, nutritionists, sociocultural experts, and others, her expose reveals a new generation of "perfect girls" who are obsessive-compulsive, overachieving, and self-sacrificing in multiple -- and often dangerous -- new ways. Young women are "told over and over again," Martin notes, "that we can be anything. But in those affirmations, assurances, and assertions was a concealed pressure, an unintended message: You are special. You are worth something. But you need to be perfect to live up to that specialness." With its vivid and often heartbreaking personal stories, *Perfect Girls, Starving Daughters* has the power both to shock and to educate. It is a true call to action and cannot be missed.

NEW YORK TIMES BESTSELLER The complete, uncensored history of the award-winning *The Daily Show* with Jon Stewart, as told by its correspondents, writers, and host. For almost seventeen years, *The Daily Show* with Jon Stewart brilliantly redefined the borders between television comedy, political satire, and opinionated news coverage. It launched the careers of some of today’s most significant comedians, highlighted the hypocrisies of the powerful, and garnered 23 Emmys. Now the show’s behind-the-scenes gags, controversies, and camaraderie will be chronicled by the players themselves, from legendary host Jon Stewart to the star cast members and writers—including Samantha Bee, Stephen Colbert, John Oliver, and Steve Carell - plus some of *The Daily Show*’s most prominent guests and adversaries: John and Cindy McCain, Glenn Beck, Tucker Carlson, and many more. This oral history takes the reader behind the curtain for all the show’s highlights, from its origins as Comedy Central’s underdog late-night program to Trevor Noah’s succession, rising from a scrappy jester in the 24-hour political news cycle to become part of the beating heart of politics—a trusted source for not only comedy but also commentary, with a reputation for calling bullshit and an ability to effect real change in the world. Through years of incisive election coverage, passionate debates with President Obama and Hillary Clinton, feuds with Bill O’Reilly and Fox, and provocative takes on Wall Street and racism, *The Daily Show* has been a cultural touchstone. Now, for the first time, the people behind the show’s seminal moments come together to share their memories of the last-minute rewrites, improvisations, pranks, romances, blow-ups, and moments of Zen both on and off the set of one of America’s most groundbreaking shows.

From the author of *Resource Wars*, a landmark assessment of the critical role of petroleum in America’s actions abroad In his pathbreaking *Resource Wars*, world security expert Michael T. Klare alerted us to the role of resources in conflicts in the post-Cold War world. Now, in *Blood and Oil*, he concentrates on a single precious commodity, petroleum, while issuing a warning to the United States—its most powerful, and most dependent, global consumer. Since September 11th and the commencement of the “war on terror,” the world’s attention has been focused on the relationship between U.S. foreign policy in the Middle East and the oceans of crude oil that lie beneath the region’s soil. Klare traces oil’s impact on international affairs since World War II, revealing its influence on the Truman, Eisenhower, Nixon, and Carter doctrines. He shows how America’s own wells are drying up as our demand increases; by 2010, the United States will need to import 60 percent of its oil. And since most of this supply will have to come from chronically unstable, often violently anti-American zones—the Persian Gulf, the Caspian Sea, Latin America, and Africa—our dependency is bound to lead to recurrent military involvement. With clarity and urgency, *Blood and Oil* delineates the United States’ predicament and cautions that it is time to change our energy policies, before we spend the next decades paying for oil with blood.

A Guide to the Project Management Body of Knowledge (PMBOK® Guide) – Seventh Edition and The Standard for Project Management (RUSSIAN)

An Oral History as Told by Jon Stewart, the Correspondents, Staff and Guests

Your Guide to Becoming a Highly Paid Social Media Manager

Handbook of Product Placement in the Mass Media

The Frightening New Normalcy of Hating Your Body

Study Guide

Perspectives of Hope in the Digital Age

Media Education for the 21st Century

In *Whats My Name, Fool?* sports writer Dave Zirin shows how sports express the worst – and at times the most creative, exciting, and political - features of our society. Zirins sharp and insightful commentary on the personalities, politics, and history of American sports is unlike any sports writing being done today. Zirin explores how NBA brawl highlight tensions before the arena, how the bold stances taken by sports unions can chart a path for the entire labor movement, and the unexplored political stirrings of a new generation of athletes who are no longer content to just "play one game at a time." *Whats My Name, Fool?* draws on original interviews with former heavyweight champ George Foreman, Olympic athlete John Carlos, NBA player and anti-death penalty activist Etan Thomas, antiwar womens college hoopster Toni Smith, Olympic Project for Human Rights leader Lee Evans and many others. It also uncearths a history of athletes ranging from Jackie Robinson to Muhammad Ali to Billie Jean King, who charted a new course through their athletic ability and their outspoken views.

Many teens today who use the Internet are actively involved in participatory cultures—joining online communities (Facebook, message boards, game clans), producing creative work in new forms (digital sampling, modding, fan videomaking, fan fiction), working in teams to complete tasks and develop new knowledge (as in Wikipedia), and shaping the flow of media (as in blogging or podcasting). A growing body of scholarship suggests potential benefits of these activities, including opportunities for peer-to-peer learning, development of skills useful in the modern workplace, and a more empowered conception of citizenship. Some argue that young people pick up these key skills and competencies on their own by interacting with popular culture; but the problems of unequal access, lack of media transparency, and the breakdown of traditional forms of socialization and professional training suggest a role for policy and pedagogical intervention. This report aims to shift the conversation about the "digital divide" from questions about access to technology to questions about access to opportunities for involvement in participatory culture and how to provide all young people with the chance to develop the cultural competencies and social skills needed. Fostering these skills, the authors argue, requires a systemic approach to media education: schools, afterschool programs, and parents all have distinctive roles to play. The John D. and Catherine T. MacArthur Foundation Reports on Digital Media and Learning

A groundbreaking book that dissects a slanderous history dating from cinema’s earliest days to contemporary Hollywood blockbusters that feature machine-gun wielding “evil” Arabs Award-winning film authority Jack G. Shaheen, noting that only Native Americans have been more relentlessly smeared on the silver screen, painstakingly makes his case that “Arab” has remained Hollywood’s shameless shorthand for “bad guy,” long after the movie industry has shifted its portrayal of other minority groups. In this comprehensive study of over one thousand films, arranged alphabetically in such chapters as “Villains,” “Sheikhs,” “Cameos,” and “Cliffhangers,” Shaheen documents the tendency to portray Muslim Arabs as Public Enemy #1—brutal, heartless, uncivilized Others bent on terrorizing civilized Westerners. Shaheen examines how and why such a stereotype has grown and spread in the film industry and what may be done to change Hollywood’s defamation of Arabs.

Looks at the way corporations and advertisers target children as a profitable demographic, as well as their methods for getting past parental safeguards to make products of all kinds appeal directly to even the youngest children.

The Daily Show (The Book)

Friends, Lovers, Co-Workers, and Community

Between the World and Me

Technology For Transformation

Teaching in a Digital Age
 How Hollywood Vilifies a People
 The Dilemma of Black Manhood in America
 Perfect Girls, Starving Daughters

Pop culture—and the advertising that surrounds it—teaches young girls and boys five myths about sex and sexuality: Girls don't choose boys, boys choose girls—but only sexy girls; there's only one kind of sexy—slender, curvy, white beauty; girls should work to be that type of sexy; the younger a girl is, the sexier she is; and sexual violence can be hot. Together, these five myths make up the Lolita Effect, the mass media trends that work to undermine girls' self-confidence, that condone female objectification, and that tacitly foster sex crimes. But identifying these myths and breaking them down can help girls learn to recognize progressive and healthy sexuality and protect themselves from degrading media ideas and sexual vulnerability.

The definitive study guide for the Certification Foundation examination administered by the International Association of Privacy Professionals ("IAPP") 2015 version. The most up-to-date study guide available This exclusive guide covers all the privacy principles tested on the exam in crystal clear detail In addition, the guide provides 150 sample questions with detailed answers. You will see dozens of similar questions on exam day! No other guide offers more sample questions Over 95% of our readers have passed the exam on their first try! Pass the Certification Foundation exam with ease with this comprehensive study guide

This book serves as a platform for educators and researchers to unite educational technology and social justice. While educational technology is a rapidly changing and progressive field of research and practice, it remains largely separate from education for social justice. Current literature about educational technology is often approached from a technical, how-to perspective that emphasizes ways to implement technology into the classroom. Technology is often viewed as inevitable, yet neutral and value-free. Educational technology, however, is anything but neutral. The contributors collectively advance a hopeful discourse by exploring the potential of technology as a vehicle to transform and emancipate, while not forgoing a critically reflective measure of self-conscious critique of our own role as educators, students, or scholars in oppressive silences, constraints and conditions. This edited collection makes an important and unique contribution to the field, as it will be the first published volume to detail research, theory, and practice regarding student use of technology in achieving liberatory aims since IAP's 2009 publication, *ICT for Education, Development and Social Justice*. The fields of educational technology and social justice are vast and applicable in many domains, including teacher education, graduate programs, and K-12 education. This work is intended to appeal to a diverse academic and professional audience of K-12 teachers, teacher educators, educational technology and social justice scholars, and policy makers. Scholars and academics instructing graduate-level educational technology courses can reference this edited collection as the most current text on socially just educational technology. Educational practitioners from teacher education programs and the K-12 sector may use this book as a source of ideas and inspiration to incorporate student use of technology toward emancipatory aims. This title could be adopted as a course text for both undergraduate and graduate education courses in: media literacy, digital literacy, distance education, education for social justice, and teacher preparation, and educational technology courses. Readers will also be able to use the book as a guide when critically analyzing their own professional practice, whether it is in research, working with K-12 students, or preparing future educators or scholars.

Flipping John Howard Griffin's classic *Black Like Me*, and extending Noel Ignatiev's *How The Irish Became White* into the present-day, *Wise* explores the meanings and consequences of whiteness, and discusses the ways in which racial privilege can harm not just people of color, but also whites. Using stories instead of stale statistics, *Wise* weaves a narrative that is at once readable and yet scholarly; analytical and yet accessible.

Microsoft Excel Training for Cpas and Accounting Professionals

Gazing Into Glory

Smart Social Media

Reflections on Race from a Privileged Son

Fight Like a Girl, Second Edition

How to Be a Fearless Feminist

Christian Student Edition

Reel Bad ArabsHow Hollywood Vilifies a PeopleInterlink Publishing

Introductory Statistics is designed for the one-semester, introduction to statistics course and is geared toward students majoring in fields other than math or engineering. This text assumes students have been exposed to intermediate algebra, and it focuses on the applications of statistical knowledge rather than the theory behind it. The foundation of this textbook is Collaborative Statistics, by Barbara Illowsky and Susan Dean. Additional topics, examples, and ample opportunities for practice have been added to each chapter. The development choices for this textbook were made with the guidance of many faculty members who are deeply involved in teaching this course. These choices led to innovations in art, terminology, and practical applications, all with a goal of increasing relevance and accessibility for students. We strove to make the discipline meaningful, so that students can draw from it a working knowledge that will enrich their future studies and help them make sense of the world around them. Coverage and Scope Chapter 1 Sampling and Data Chapter 2 Descriptive Statistics Chapter 3 Probability Topics Chapter 4 Discrete Random Variables Chapter 5 Continuous Random Variables Chapter 6 The Normal Distribution Chapter 7 The Central Limit Theorem Chapter 8 Confidence Intervals Chapter 9 Hypothesis Testing with One Sample Chapter 10 Hypothesis Testing with Two Samples Chapter 11 The Chi-Square Distribution Chapter 12 Linear Regression and Correlation Chapter 13 F Distribution and One-Way ANOVA

Smart Social Media is the definitive hands-on guide on how to claim your share of the current social media marketing boom and how to build a lucrative business part-time by providing social media marketing services to businesses and entrepreneurs both locally and worldwide. This guide collects valuable lessons from current Social Media Managers and highlights key marketing strategies related toFacebook, video marketing, and YouTube. In Smart Social Media, you will discover: Why there is such a high demand for Social Media Managers and so many opportunities for the services they offer How you can start TODAY, even if you have no prior experience Expert advice on how to close a sale with your clients, charge top dollar, and increase your fees Expert advice on how to avoid common pitfalls when starting out as a Social Media Manager Why being a Social Media Manager can provide for a great lifestyle How to deliver effective and powerful Facebook, video marketing, and YouTube campaigns to grow your clients' businesses How to grow your own business through outsourcing and delegation Other online marketing services you can offer to your clients And much, much more... This is a step-by-step guide that shares strategies and techniques you can implement immediately to build a successful social media marketing business for small businesses while living anywhere you want and servicing clients all around the world.

"This text is a valuable new resource that we recommend for all of our professionals and are proud to incorporate as part of our AFC® certification program. With expertise representing the breadth and depth of the financial counseling profession, the content in this text provides you with a rigorous foundation of knowledge, considers critical theoretical models, and explores foundational skills of communication, self-awareness, and bias. This type of comprehensive approach aligns with our mission and vision—providing you with the foundational knowledge to meet clients where they are across the financial life-cycle and impact long-term financial capability." -Rebecca Wiggins, Executive Director, AFCPE® (Association for Financial Counseling and Planning Education®) This timely volume presents a comprehensive overview of financial counseling skills in accessible, practical detail for readers throughout the career span. Expert financial counselors, educators, and researchers refer to classic and current theories for up-to-date instruction on building long-term client competence, working with clients of diverse backgrounds, addressing problem financial behavior, and approaching sensitive topics. From these core components, readers have a choice of integrated frameworks for guiding clients in critical areas of financial decision-making. This essential work: · Offers an introduction to financial counseling as a practice and profession · Discusses the challenges of working in financial counseling · Explores the elements of the client/counselor relationship · Compares delivery systems and practice models · Features effective tools and resources used in financial counseling · Encourages counselor ethics, preparedness, and self-awareness A standout in professional development references, Financial Counseling equips students and new professionals to better understand this demanding field, and offers seasoned veterans a robust refresher course in current best practices.

White Like Me

Cool Pose

What's My Name, Fool?

Rethinking Communication in the Struggle for a Sustainable Future

Smart Study Skills

Study Guide for the PMI Risk Management Professional (R) Exam

Media Reform and the Climate Emergency

Protecting Our Children From The Onslaught Of Marketing and Advertising

In 1998 the author, a professional prankster, trademarked the phrase "freedom of expression" to show how the expression of ideas was being restricted. Now he uses intellectual property law as the focal point to show how economic concerns are seriously eroding creativity and free speech.

Introduction to Sociology 2e adheres to the scope and sequence of a typical, one-semester introductory sociology course. It offers comprehensive coverage of core concepts, foundational scholars, and emerging theories, which are supported by a wealth of engaging learning materials. The textbook presents detailed section reviews with rich questions, discussions that help students apply their knowledge, and features that draw learners into the discipline in meaningful ways. The second edition retains the book's conceptual organization, aligning to most courses, and has been significantly updated to reflect the latest research and provide examples most relevant to today's students. In order to help instructors transition to the revised version, the 2e changes are described within the preface. The images in this textbook are grayscale. Authors include: Heather Griffiths, Nathan Keirns, Eric Strayer, Susan Cody-Rydzewski, Gail Scaramuzzo, Tommy Sadler, Sally Vyain, Jeff Bry, Faye Jones

Gazing Into Glory reveals the Lord's intent for spiritual manifestations to become your normal Christian experience. This book rests on solid biblical support and is built on modern-day, real-life supernatural experiences. You too will discover the true essence of the glory of God. There has been a growing hunger and passion in the hearts of God's people-- birthed by the Holy Spirit-- to more fully walk in the spirit and access in a more specific way all that the Word indicates is yours. You are encouraged to use Gazing Into Glory as a roadmap as you journey into the lifestyle and mindset that God destined for you to enjoy. By expounding upon the power and benefits of the Glory of God, the scriptural manifestations of God's glory become more than parables-- they embrace you. Walking in the supernatural is not promised only to a select mystical few. The experience belongs to all believers who choose to pursue the promises of God for themselves--it belongs to you.

Media literacy educator Nick Pernisco's new book, Practical Media Literacy: An essential guide to the critical thinking skills for our digital world, is the perfect introduction to media literacy for young adults, teachers, and parents. Pernisco has distilled his years of teaching experience into a practical guide for learning the most crucial skills needed to be a digital citizen in the 21st century. This is a must-read for anyone interested in learning how to interpret the enormous amounts of information we are exposed to everyday, both in traditional media and online. The book includes an introduction to media and media literacy, explaining what media is, how it affects us, and why we should pay close attention to it. The reader is then presented with a framework that can be used to analyze any type of media. Once the basics are thoroughly explained, the bookfocuses on individual types of media and specific methods for analyzing each type. Readers will learn to analyze and think critically about movies, television, music, social media, advertising, news, video games, and more. Each section contains relevant exercises to help readers better understand the impact each type of media has on their lives. These exercises can be completed alone, or may be used as lesson plans in a classroom setting. This 2nd edition builds on the strengths of the previous version. * A stronger focus on the learner. The book explains media literacy from its most basic elements to some sophisticated topics of interest for all ages. This makes the book a perfect textbook for any K-12 classroom. * Expanded information on more types of media. Movies, TV, advertising, photography, social media, music, news, and video games each get their own chapter, each illustrating details about how to analyze each type of media and numerous activities that may be used as lesson plans. This book is perfect as a textbook for a course on media literacy, an introductory course about media, any class that uses media (tv, movies, music, the web) to convey information, forat home use by parents, and for curious minds trying to better understand their world.

The Girl Project

Introductory Statistics

Certified Information Privacy Professional (Cipp)

Introduction to Sociology 2e

An Essential Guide to the Critical Thinking Skills for Our Digital World

Principles of Economics 2e

Bible Study Guides and Copywork Book - (St. Matthew, St. Mark, St. Luke, St. John and the Book of Acts) - Memorize the Bible: Bible Study Guides and Copywork Book - (St. Matthew, St. Mark, St. Luke, St. John and the Book of Acts) - Memorize the Bible

Users' Guides to the Medical Literature

This broad-ranging text offers a comprehensive outline of how visual images, language and discourse work as `systems of representation'. Individual chapters explore: representation as a signifying practice in a rich diversity of social contexts and institutional sites; the use of photography in the construction of national identity and culture; other cultures in ethnographic museums; fantasies of the racialized 'Other' in popular media, film and image; the construction of masculine identities in discourses of consumer culture and advertising; and the gendering of narratives in television soap operas.

Leading experts present cutting-edge ideas and current research on product placement! The Handbook of Product Placement in the Mass Media: New Strategies in Marketing Theory, Practice, Trends, and Ethics is the first serious book in English to examine the wider contexts and varied texts of product placement, related media marketing strategies, and audience impacts. The contributors are national experts in a variety of mass media specialties-history, law, and ethics (both media ethics and medical ethics); cultural and critical analysis; content analysis and effects; visibility; marketing, advertising, public relations, and promotion; and digital technology and futures. Handbook of Product Placement in the Mass Media is a part of The Haworth Press, Inc. promotion book series edited by Richard Alan Nelson, PhD, APR.This first-of-its-kind book features interviews with leading critics and proponents of product placement (including the Pulitzer Prize-winning media critic of the LA Times and the Director of the Center for Science in the Public Interest in Washington, DC). You 'll also find a lively roundtable of many of the major contributors (in Q&A format), a review of a recent video on product placement, and a helpful resource guide to publications and Web sites that further enhance the value of the book. From the editor: The influence of product placement is perceived as so great that its detractors have sought federal regulation of the practice. This book examines the wider contexts and varied texts of product placement and related mass media marketing strategies. The contributors represent a rich variety of methodological approaches and viewpoints, which should stimulate readers to think about this complex issue in an appropriately multifaceted fashion and to triangulate their own study. The Handbook of Product Placement in the Mass Media: New Strategies in Marketing Theory, Practice, Trends, and Ethics presents careful research, expert opinion, and insiders ' perspectives on: product placement ' s historical context—from its origins in early radio and television programming to the evolution of the practice and the advent of " advertisement " and brand promotion via online computer games the evolution of product placement in Hollywood—with a trend analysis of the 15 top-grossing motion pictures of 1977, 1987, and 1997 the use of product placement to generate additional production revenue for motion pictures brand synergy and building brand identity legal aspects of product placement—how it relates to the First Amendment and to the Supreme Court ' s commercial speech doctrine ethical issues related to product placement, product integration, and video insertion . . . plus fascinating case studies focusing on important aspects of product placement: its use in movie and television programs in general, and in the 2000 movie *Cast Away* in particular its use as a marketing technique for medical products the impact upon brand recognition of adding an audible reference to a visually prominent brand placement the inclusion of brand names in book storylines the impact upon viewers of the use of fake (generic, fictitious) products in " realistic " films "It hurts to be beautiful" has been a cliché for centuries. What has been far less appreciated is how much it hurts not to be beautiful. The Beauty Bias explores our cultural preoccupation with attractiveness, the costs it imposes, and the responses it demands. Beauty may be only skin deep, but the damages associated with its absence go much deeper. Unattractive individuals are less likely to be hired and promoted, and are assumed less likely to have desirable traits, such as goodness, kindness, and honesty. Three quarters of women consider appearance important to their self image and over a third rank it as the most important factor. Although appearance can be a significant source of pleasure, its price can also be excessive, not only in time and money, but also in physical and psychological health. Our annual global investment in appearance totals close to \$200 billion. Many individuals experience stigma, discrimination, and related difficulties, such as eating disorders, depression, and risky dieting and cosmetic procedures. Women bear a vastly disproportionate share of these costs, in part because they face standards more exacting than those for men, and pay greater penalties for falling short. The Beauty Bias explores the social, biological, market, and media forces that have contributed to appearance-related problems, as well as feminism's difficulties in confronting them. The book also reviews why it matters. Appearance-related bias infringes fundamental rights, compromises merit principles, reinforces debilitating stereotypes, and compounds the disadvantages of race, class, and gender. Yet only one state and a half dozen localities explicitly prohibit such discrimination. The Beauty Bias provides the first systematic survey of how appearance laws work in practice, and a compelling argument for extending their reach. The book offers case histories of invidious discrimination and a plausible legal and political strategy for addressing them. Our prejudices run deep, but we can do far more to promote realistic and healthy images of attractiveness, and to reduce the price of their pursuit.

The Gospels and Acts are composed of writings from St. Matthew, St. Mark, St. Luke, St. John and the Book of Acts. The purpose of which is to give you the spiritual lens that will enable you to see clearly what you fail to see using your physical lens. As you read this collection, try to see the three spiritual themes to it. Get a copy today.

The Beauty Bias

The Lolita Effect

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At the forefront in its field, this Handbook examines the theoretical, conceptual, pedagogical and methodological development of media literacy education and research around the world. Building on traditional media literacy frameworks in critical analysis, evaluation, and assessment, it incorporates new literacies emerging around connective technologies, mobile platforms, and social networks. A global perspective rather than a Western-centric point of view is explicitly highlighted, with contributors from all continents, to show the empirical research being done at the intersection of media, education, and engagement in daily life. Structured around five themes—Educational Interventions; Safeguarding/Data and Online Privacy; Engagement in Civic Life; Media, Creativity and Production; Digital Media Literacy—the volume as a whole emphasizes the competencies needed to engage in meaningful participation in digital culture.

The first study guide for the PMI-Risk Management Professional certification exam (RMP). This Book has a unique study framework that will take you step by step to cover all the information needed to thoroughly prepare for the test. Many sample questions, and exercises are designed to strengthen mastery of key concepts and help candidates pass the exam on the first attempt.