

Online Library

Persuasive

Newspaper

Persuasive
Articles 2013

Newspaper

Articles 2013

A historical, critical look at the famous videogame franchise BioShock, understanding it through philosophical, ideological and computational interpretations of systems, decisions and

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Newspaper

'propaganda'.
ESSENTIALS OF

MARKETING

RESEARCH, 6E,

provides a concise, yet complete guide to the design, execution, analysis, and reporting of marketing research to support smart business decisions. Covering essential principles and techniques in a streamlined, engaging

Online Library

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Articles 2013

way, the text equips students with the core knowledge and skills needed to manage marketing research effectively. This proven text provides valuable business context while introducing both traditional research methods, such as designing questionnaires, and the latest technological advances,

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Articles 2013

including current data collection devices, basic data analysis tools, practical approaches to data analytics, and the impact of social media and artifactual online data. Designed specifically for instructors who prefer a concise introduction to marketing research topics, the Sixth Edition of this trusted text

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Newspaper

Articles 2013

features updates based on recent trends and technology, including an increased emphasis on ethical and international issues, reflecting their growing importance in modern marketing research. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook

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Newspaper

version.

Articles 2013

Instructors - Electronic

inspection copies are available or contact your local sales representative for an inspection copy of the print version. How does control of media resources serve political and economic ends?

What is the impact of media concentration and monopoly in the era of technology convergence,

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Articles 2013

with not just traditional
and 'new' media but

also consumer

electronics, telephony

and computing

industries? Revisiting the

classic concept of media

imperialism, Oliver Boyd-

Barrett presents a

thorough retake for the

21st century, arguing for

the need to understand

media and empires and

how structures of power

Online Library

Persuasive

Newspaper

Articles 2013

and control continue to regulate our access to and consumption of the media. It's no longer just Disney and Dallas - it's also now Alibaba, Apple, Facebook, Google, Samsung and Huawei. Examining the interplay between communications industries and the hierarchies and networks of political, corporate

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Persuasive

Newspaper

Articles 2018

and plutocratic power in a globalized world, the book explains: the historical context of the relationship between media and imperialism; contestation and collaboration among new media empires; the passion for social justice that inspired the original theories of media and cultural imperialism, and how it has been

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Newspaper

Articles 2018

embraced by a new generation. Digging deeply into the global landscape and emerging media markets to explore how media power works across transnational boundaries, this book gives a clear and sophisticated argument for why media imperialism still matters. Prepare for management success with this

Online Library

Persuasive

Newspaper

Articles 2013

engaging survey of
modern management
practice.

**UNDERSTANDING
MANAGEMENT, 10E,**
seamlessly integrates
classic management
principles with today's
latest management ideas
to create a current market-
leading text that you will
find captivating.

Acclaimed authors
Richard Daft and

Page 11/201

Online Library

Persuasive

Newspaper

Articles 2013

Dorothy Marcic cover management and entrepreneurial issues within small to midsize companies, where you are most likely to begin your career, as well as within larger global enterprises. You'll gain valuable insights into real contemporary business as you examine today's best management practices. This text helps

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Persuasive

Newspaper

Articles 2013

you establish and build on practical skills with engaging examples and numerous skill-building and application exercises in every chapter. Using a streamlined format, this edition takes a close look at how change demands innovation and how innovation requires forward-thinking, flexible leaders and organizations.

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Persuasive

Newspaper

Articles 2010

UNDERSTANDING

MANAGEMENT, 10E,

provides everything you

need to become a

successful manager who

seizes business

opportunities and leads

change. Important

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the product text may not

be available in the ebook

version.

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Articles 2013
The Challenge of
Effective Speaking in a
Digital Age

Handbook of Research
on Entrepreneurship,
Innovation,
Sustainability, and ICTs
in the Post-COVID-19
Era

Decision, Forced Choice
and Propaganda

Religious Literacy in
Policy and Practice

The Role of Language in

Online Library

Persuasive

Newspaper

Articles 2013

the Climate Change
Debate

Crises in Whiteness

**A lively portrait the
state of India today
and an**

**investigation of
what the future
holds for the
world's fastest-
growing country,
as told by those in
the thick of the**

Online Library

Persuasive

Newspaper

action

Articles 2013

All the skills you

need to know to

become a

confident speaker

and conquer

speaking anxiety

are thoroughly

covered in THE

CHALLENGE OF

EFFECTIVE

SPEAKING IN A

DIGITAL AGE, 16E.

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Newspaper

Articles 2013

A pioneer in the field, this best seller guides you through six key Speech Planning Action Steps: topic selection, audience analysis and adaptation, effective research (including appropriate use of Internet

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Newspaper

Articles, 2013

resources), organization (with an emphasis on outlining), presentational aids (and how to avoid succumbing to death by PowerPoint), and language and delivery. The new edition also includes many

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Newspaper

Articles 2013

online tools, such as videos of student speeches accompanied by Interactive Video Activities that help develop and strengthen public speaking skills. Grounded in the latest research, this new edition is an exceptional

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Newspaper

Articles 2013

**resource for
creating and
delivering
speeches.**

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referenced within
the product
description or the
product text may
not be available in
the ebook version.
The “Russian Law**

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Journal” (RLJ)

magazine is one of
the first English-

language legal

academic editions

regularly

published in

Russia. It is an All-

Russian

interuniversity

platform designed

to promote

Russian legal

Online Library

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Newspaper

Articles 2013

**researches
abroad. The
magazine is meant
for both Russian
and foreign
readers including
major world legal
libraries,
academics and
practicing lawyers.
International
editorial board and
editorial team are**

Online Library

Persuasive

Newspaper

Articles 2013

**represented by
professors from
leading world
centers of legal
education and
legal science, like
Harvard, Yale,
Cambridge and La
Sorbonne, as well
as by scientists
from Russian law
schools (Moscow
State University,**

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Persuasive

Newspaper

Articles 2013

**Kutafin Moscow
State Law**

**University, Saint-
Petersburg State
University, Higher
School of
Economics).**

**English for
Industrial
Engineering is
written to fulfill
students' need in
learning English**

Online Library

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Newspaper

Articles 2013

**for Specific
Purposes. This
book is designed
to provide to
provide an
opportunity for
students to
develop their
English skills more
communicatively
and meaningfully.
This book consists
of twenty eight**

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Articles 2013

units. Each unit presents reading, writing, and speaking sections. Reading section mainly consists of pre reading, reading comprehension, and vocabulary exercises related to the topic of the text. However,

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Articles 2013

some reading sections have additional authentic text and its exercise. In writing section, some structure and sentence patterns are presented from the easiest to the most difficult exercises. Meanwhile, in

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Newspaper

Articles 2013

**speaking section,
students are
provided with
models and
examples followed
by practical
activities
presented in
various ways. The
materials have
been arranged and
graded in
accordance with**

Online Library

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Newspaper

Articles 2013

students' language levels. To improve the quality of this textbook, criticisms and suggestions for better editions are highly appreciated.

A Practical Guide to Event

Promotion

Cybercrime and

Digital Forensics

Online Library

Persuasive

Newspaper

Articles 2013

**A French-
American
Comparison
The Oxford
Handbook of the
Science of Science
Communication
Relevance and
Application of
Heritage in
Contemporary
Society
Empirical and**

Online Library

Persuasive

Newspaper

Articles 2013

Philosophical Investigations

**Data Culture and the
Organisation of
Teachers' Work**

**provides an in-depth
look at how the**

**political and media
scrutiny of teachers,**

**pupils and schools
now organises**

teaching and

learning. Spina also

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Persuasive

Newspaper

Articles 2013

examines how educational data is used in schools, and where it fails to take account of the everyday experiences of school leaders, teachers and students. Drawing on primary research, and discussing practice in relation to the National

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Persuasive

Newspaper

Articles 2013

**Assessment
Programme:**

Literacy and

Numeracy

(NAPLAN), this

book discusses the

strengths and

weaknesses of a data-

driven approach, the

restrictions this can

impose and how to

navigate them as a

teacher. Ideal for

Online Library

Persuasive

Newspaper

Articles 2013

**scholars and
postgraduate
students of
education, this book
provides a
comprehensive
institutional,
ethnographic look
into the daily lived
experiences of
teachers, and the
effects of
standardised testing.**

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Persuasive

Newspaper

Articles 2013

**Examines the rise of
financialisation**

globally, charting

drawbacks and

prescribing

suggestions for a

definitive overhaul

of the structure.

The U.S. Department

of Education believes

that standardized

testing is a normal

way of assessing

Online Library

Persuasive

Newspaper

Articles 2013

**what students have
learned. Although 81
percent of teachers
believe that
standardized testing
is a fair way of
assessing student
progress, the
pressure
surrounding teacher
assessment and test
grades has produced
anxiety among**

Online Library

Persuasive

Newspaper

Articles 2013

teachers and students alike. This illuminating volume details the controversy over standardized testing in U.S. schools. The book provides a history of standardized testing as well as its evolution over the last few decades.

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Persuasive

Newspaper

Articles 2013

In the contemporary world,

unprecedented global events are challenging our ability to protect and enhance cultural heritage for future generations.

Relevance and Application of Heritage in Contemporary

Online Library

Persuasive

Newspaper

Articles 2013

Society examines innovative and flexible approaches to cultural heritage protection. Bringing together cultural heritage scholars and activists from across the world, the volume showcases a spectrum of exciting new approaches to heritage protection,

Online Library

Persuasive

Newspaper

Articles 2013

community involvement, and strategic utilization of expertise. The contributions deal with a range of highly topical issues, including armed conflict and non-state actors, as well as broad questions of public heritage, museum roles in

Online Library

Persuasive

Newspaper

Articles 2013

**society, heritage
tourism, disputed
ownership, and
indigenous and local
approaches. In so
doing, the volume
builds upon, and
introduces readers
to, a new cultural
heritage declaration
codified during a
2016 workshop at the
Royal Ontario**

Online Library

Persuasive

Newspaper

Articles 2013

Museum, Canada.

**Offering a clarion
call for an enduring
spirit of innovation,
collaboration,
education, and
outreach, Relevance
and Application of
Heritage in
Contemporary
Society will be
important reading
for scholars,**

Online Library

Persuasive

Newspaper

Articles 2013

**students, cultural
heritage managers,
and local community
stakeholders.**

Media Effects

Scrutinizing

**Argumentation in
Practice**

Harnessing the

Power of India's

Unruly Democracy

Spicing Up Politics:

How Soft News and

Online Library

Persuasive

Newspaper

Articles 2013

Infotainment Form

Political Attitudes

The Collapse of

Parenting

Cities and Suburbs

in a Global Age

Evaluation

across

newspaper

genres: Hard

news stories,

editorials and

feature

Online Library

Persuasive

Newspaper

Articles 2013

**articles is the
first book-
length study of
evaluation or
stance in three
major newspaper
genres: hard
news stories,
editorials and
feature
articles, the
last of which
is a Cinderella**

Online Library

Persuasive

Newspaper

Articles 2013

**genre in
linguistic
studies. It
offers a fresh
approach to
exploring the
ways in which
evaluation or
stance
contributes to
the
construction of
the three**

Online Library

Persuasive

Newspaper

Articles, 2013

newspaper genres, each with a distinct communicative purpose. Key features include: using a 900,000-word comparable corpus of newspaper texts arranged by genre and topic

Online Library

Persuasive

Newspaper

**domain drawing
on a specially
developed
framework of
analysis with a
strong
orientation to
news values
carrying out
structural
analysis by
creating sub-
corpora of**

Online Library

Persuasive

Newspaper

Articles 2013

**different parts
of newspaper
texts adopting
a functional
approach to
evaluation in
newspaper
discourse.
Evaluation
across
newspaper
genres amply
demonstrates**

Online Library

Persuasive

Newspaper

Articles 2013

**that evaluation
plays a vital
and yet dynamic
role in the
construction of
hard news
stories,
editorials and
feature
articles by
performing
different
discourse**

Online Library

Persuasive

Newspaper

Articles 2013

**functions. In
doing so, the
book also
illuminates
such important
linguistic
concepts as spe
cificity/variati
on and textual
colligation.
Providing a new
and unifying
perspective on**

Online Library

Persuasive

Newspaper

Articles 2013

**evaluation as a
prime driver of
text**

**construction,
it will be of
interest and
use to**

**researchers,
teachers and
students of
English**

**language,
applied**

Online Library

Persuasive

Newspaper

Articles 2013

**linguistics and
journalism.**

**The proposal to
vaccinate
adolescent
girls against
the human
papilloma virus
ignited
political
controversy, as
did the advent
of fracking and**

Online Library

Persuasive

Newspaper

Articles 2013

**a host of other
emerging
technologies.
These disputes
attest to the
persistent gap
between expert
and public
perceptions.
Complicating
the
communication
of sound**

Online Library

Persuasive

Newspaper

Articles 2013

**science and the
debates that
surround the
societal
applications of
that science is
a changing
media
environment in
which
misinformation
can elicit
belief without**

Online Library

Persuasive

Newspaper

Articles 2013

**corrective
context and
likeminded
individuals are
prone to seek
ideologically
comforting
information
within their
own self-
constructed
media enclaves.
Drawing on the**

Online Library

Persuasive

Newspaper

Articles 2013

**expertise of
leading science
communication
scholars from
six countries,
The Oxford
Handbook of the
Science of
Science
Communication
not only charts
the media
landscape -**

Online Library

Persuasive

Newspaper

Articles 2013

**from news and
entertainment
to blogs and
films - but
also examines
the powers and
perils of human
biases - from
the disposition
to seek
confirming
evidence to the
inclination to**

Online Library

Persuasive

Newspaper

Articles 2013

**overweight
endpoints in a
trend line. In
the process, it
draws together
the best
available
social science
on ways to
communicate
science while
also minimizing
the pernicious**

Online Library

Persuasive

Newspaper

Articles 2013

effects of human bias. The Handbook adds case studies exploring instances in which communication undercut or facilitated the access to scientific evidence. The

Online Library

Persuasive

Newspaper

Articles 2013

range of topics addressed is wide, from genetically engineered organisms and nanotechnology to vaccination controversies and climate change. Also unique to this book is a focus

Online Library

Persuasive

Newspaper

Articles 2013

on the complexities of involving the public in decision making about the uses of science, the regulations that should govern its application, and the ethical boundaries

Online Library

Persuasive

Newspaper

Articles 2013

**within which
science should
operate. The
Handbook is an
invaluable
resource for
researchers in
the
communication
fields,
particularly in
science and
health**

Online Library

Persuasive

Newspaper

Articles 2013

**communication,
as well as to
scholars
involved in
research on
scientific
topics
susceptible to
distortion in
partisan
debate.**

**ICT has had a
huge impact on**

Online Library

Persuasive

Newspaper

Articles 2013

businesses and organizations in general, with new business models, new marketing channels, and new markets being reached using these technologies. ICT can promote

Online Library

Persuasive

Newspaper

Articles 2013

**new strategies
and enhancers
to optimize
various aspects
of business,
but this
technology also
provides
important tools
that can
empower social
entrepreneurshi
p initiatives**

Online Library

Persuasive

Newspaper

Articles 2013

**to develop,
fund, and
implement new
and innovative
solutions to
social,
cultural, and
environmental
problems. With
the upheaval
caused by the
COVID-19
pandemic and**

Online Library

Persuasive

Newspaper

Articles 2013

**its subsequent
impact on the
economy, the
methods and
tools used
within this
field will be
forever
impacted. ICTs
and the digital
economy are
huge trends
that will**

Online Library

Persuasive

Newspaper

Articles 2013

affect organizations in several dimensions, such as how to communicate and improve performance. Thus, new perspectives and research are needed to identify the

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Persuasive

Newspaper

Articles 2013

**trends emerging
in these
fields. The
Handbook of
Research on Ent
repreneurship,
Innovation,
Sustainability,
and ICTs in the
Post-COVID-19
Era broadens
the
exploitation of**

Online Library

Persuasive

Newspaper

Articles 2013

entrepreneurship, innovation, and ICTs in a global approach to draw attention to multidisciplinary perspectives of these contexts and their influence in modern organizations.

Online Library
Persuasive
Newspaper
Articles 2013

**In addition,
the book
explores and
discusses,
through
innovative
studies, case
studies,
systematic
literature
reviews, and
reports, the
key**

Online Library

Persuasive

Newspaper

Articles 2013

**developments in
digital entrepr
neurship,
circular
economy and
digitalization,
digital
business
models, digital
market and inte
rnationalizatio
n, digital
economy, trends**

Online Library

Persuasive

Newspaper

**and challenges
Articles 2013
for**

**organizations,
digital
entrepreneurial
ecosystems,
IS/ICT in
organizations,
social aspects
of information
systems, and
more. This book
is ideally**

Online Library

Persuasive

Newspaper

Articles 2013

**intended for
business**

managers,

industry

professionals,

entrepreneurs,

practitioners,

stakeholders,

researchers,

academicians,

and students

looking for how

business and

Online Library

Persuasive

Newspaper

Articles 2013

**organizations
are going to
shift and
advance in the
post-COVID-19
era.**

BUSINESS

COMMUNICATION:

PROCESS AND

PRODUCT, 8e, is

designed to

prepare

students for

Online Library

Persuasive

Newspaper

Articles 2013

**success in
today's digital
workplace. The
textbook
presents the
basics of
communicating
in the
workplace,
using social
media in a
professional
environment,**

Online Library

Persuasive

Newspaper

Articles 2013

**working in
teams, becoming
a good
listener, and
presenting
individual and
team
presentations.
Authors Mary
Ellen Guffey
and Dana Loewy
also offer a
wealth of ideas**

Online Library

Persuasive

Newspaper

Articles 2013

**for writing
resumes and
cover letters,
participating
in interviews,
and completing
follow-up
activities.**

**Optional
grammar
coverage in
each chapter,
including a**

Online Library

Persuasive

Newspaper

Articles 2013

**comprehensive
grammar guide
in the end-of-
book appendix,
helps students
improve their
English
language
skills.**

**Important
Notice: Media
content
referenced**

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Newspaper

Articles 2013

**within the
product**

**description or
the product
text may not be
available in
the ebook
version.**

**Causes,
Consequences
and Cures
Financial
Globalisation**

Online Library

Persuasive

Newspaper

Articles 2013

**Business
Communication:
Process and
Product
The Oxford
Handbook of
Behavioral
Economics and
the Law
Urban Politics
Handbook of
Gestational
Surrogacy**

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Articles 2013

This book offers a comprehensive portrait of French and American journalists in action as they grapple with how to report and comment on one of the most important issues of our era. Drawing on interviews with leading journalists and analyses of an extensive sample of

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Articles 2013

newspaper and television coverage since the early 1970s, Rodney Benson shows how the immigration debate has become increasingly focused on the dramatic, emotion-laden frames of humanitarianism and public order. In both countries, less

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Newspaper

Articles 2013

commercialized media tend to offer the most in-depth, multi-perspective and critical news. Benson challenges classic liberalism's assumptions about state intervention's chilling effects on the press, suggests costs as well as benefits to the current vogue in personalized

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Articles 2013

narrative news, and calls attention to journalistic practices that can help empower civil society. This book offers new theories and methods for sociologists and media scholars and fresh insights for journalists, policy makers and concerned citizens.

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Newspaper

Articles 2013

Computational
Methods for
Communication
Science showcases
the use of innovative
computational
methods in the study
of communication.
This book discusses
the validity of using
big data in
communication
science and
showcases a number

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Articles 2013

of new methods and applications in the fields of text and network analysis. Computational methods have the potential to greatly enhance the scientific study of communication because they allow us to move towards collaborative large-N studies of actual

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Articles 2013

behavior in its social context. This requires us to develop new skills and infrastructure and meet the challenges of open, valid, reliable, and ethical "big data" research. This volume brings together a number of leading scholars in this emerging field, contributing to the

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Newspaper

Articles 2013

increasing
development and
adaptation of
computational
methods in
communication
science. The chapters
in this book were
originally published
as a special issue of
the journal
Communication
Methods and
Measures.

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Articles 2013

Now in its fourth edition, *Media Effects* again features essays from some of the finest scholars in the field and serves as a comprehensive reference volume for scholars, teachers, and students. This edition contains both new and updated content that reflects our media-saturated

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Newspaper

Articles 2013

environments, including chapters on social media, video games, mobile communication, and virtual technologies. In recognition of the multitude of research trajectories within media effects, this edition also includes new chapters on narratives, positive media, the self and

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Articles 2013

identity, media selection, and cross-cultural media effects. As scholarship in media effects continues to evolve and expand, Media Effects serves as a benchmark of theory and research for the current and future generations of scholars. The book is ideal for scholars and

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Articles 2013

for undergraduate
and graduate courses
in media effects,
media psychology,
media theory,
psychology,
sociology, political
science, and related
disciplines.

Abolishing White

Masculinity from

Mark Twain to

Hiphop, a

groundbreaking text

Online Library

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Newspaper

Articles 2013

in critical whiteness studies and literary criticism, looks toward white American male literature explicitly for racialized social commentary on the construction of whiteness, as an identity and power source. Works of Mark Twain, F. Scott Fitzgerald and Adam

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Persuasive

Newspaper

Articles 2013

Mansbach are probed for inward projections of imaginative fissures concerning the construction of white masculinity as ultimate representations of white identity.

Evaluation Across
Newspaper Genres
Analysis, Planning,
Implementation
BioShock

Online Library

Persuasive

Newspaper

Articles 2013

Essentials of Business
Communication

Essentials of

Marketing Research

Marketing

Communications

Management

This book offers a

comprehensive and

integrative

introduction to

cybercrime. It

provides an

Online Library

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Articles 2013

authoritative
synthesis of the
disparate literature
on the various types
of cybercrime, the
global investigation
and detection of
cybercrime and the
role of digital
information, and the
wider role of
technology as a
facilitator for social

Online Library

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Newspaper

Articles 2013

relationships
between deviants
and criminals. It
includes coverage
of: key theoretical
and methodological
perspectives;
computer hacking
and malicious
software; digital
piracy and
intellectual theft;
economic crime and

Online Library

Persuasive

Newspaper

Articles 2013

online fraud;
pornography and
online sex crime;
cyber-bullying and
cyber-stalking; cyber-
terrorism and
extremism; digital
forensic investigation
and its legal context
around the world; the
law enforcement
response to
cybercrime

Online Library

Persuasive

Newspaper

Articles 2013

transnationally;
cybercrime policy
and legislation
across the globe.
The new edition
features two new
chapters, the first
looking at the law
enforcement
response to
cybercrime and the
second offering an
extended discussion

Online Library

Persuasive

Newspaper

Articles, 2013

of online child
pornography and
sexual exploitation.
This book includes
lively and engaging
features, such as
discussion
questions, boxed
examples of unique
events and key
figures in offending,
quotes from
interviews with

Online Library

Persuasive

Newspaper

Articles 2013

active offenders, and a full glossary of terms. This new edition includes QR codes throughout to connect directly with relevant websites. It is supplemented by a companion website that includes further exercises for students and instructor resources.

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Newspaper

Articles 2013

This text is essential reading for courses on cybercrime, cyber-deviancy, digital forensics, cybercrime investigation, and the sociology of technology.

The past twenty years have witnessed a surge in behavioral studies of

law and law-related issues. These studies have challenged the application of the rational-choice model to legal analysis and introduced a more accurate and empirically grounded model of human behavior. This

Online Library

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Newspaper

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integration of economics, psychology, and law is breaking exciting new ground in legal theory and the social sciences, shedding a new light on age-old legal questions as well as cutting edge policy issues. The Oxford Handbook of Behavioral

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Newspaper

Articles 2013

Economics and Law
brings together
leading scholars of
law, psychology, and
economics to
provide an up-to-
date and
comprehensive
analysis of this field
of research,
including its
strengths and
limitations as well as

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Articles 2013

a forecast of its future development.

Its 29 chapters organized in four parts. The first part provides a general overview of behavioral economics. The second part comprises four chapters introducing and criticizing the

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Newspaper

Articles 2013

contribution of behavioral economics to legal theory. The third part discusses specific behavioral phenomena, their ramifications for legal policymaking, and their reflection in extant law. Finally, the fourth part analyzes the

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contribution of
behavioral

economics to fifteen
legal spheres
ranging from core
doctrinal areas such
as contracts, torts
and property to
areas such as
taxation and antitrust
policy.

This volume takes a
distinctive look at the

Online Library

Persuasive

Newspaper

Articles 2013
climate change
debate, already

widely studied

across a number of

disciplines, by

exploring the myriad

linguistic and

discursive

perspectives and

approaches at play

in the climate

change debate as

represented in a

Online Library

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Newspaper

Articles 2013

variety of genres.

The book focuses on

key linguistic

themes, including

linguistic polyphony,

lexical choices,

metaphors,

narration, and

framing, and uses

examples from

diverse forms of

media, including

scientific documents,

Online Library

Persuasive

Newspaper

Articles 2013

policy reports, op-eds, and blogs, to shed light on how information and knowledge on climate change can be represented, disseminated, and interpreted and in turn, how they can inform further discussion and debate. Featuring

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Newspaper

Articles 2013

contributions from a global team of researchers and drawing on a broad array of linguistic approaches, this collection offers an extensive overview of the role of language in the climate change debate for graduate students,

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Newspaper

Articles 2013

researchers, and
scholars in applied
linguistics,
environmental
communication,
discourse analysis,
political science,
climatology, and
media studies.

Praise for the first
edition: 'An excellent
text for exploring
marketing

Online Library

Persuasive

Newspaper

Articles 2013
communications in
the 21st century.' -

Ann Torres, Lecturer
in Marketing,
National University
of Ireland, Galway

'First rate and
comprehensive. This
book has got it just
right: a rich blend of
academic
underpinning and
practical examples in

Online Library

Persuasive

Newspaper

Articles, 2013

a very readable
style.' - Martin

Evans, Senior

Teaching in

Marketing, Cardiff

Business School,

University of Cardiff

This book introduces

the core components

and concepts of

marketing

communications for

those studying at

Online Library

Persuasive

Newspaper

Articles 2013

both undergraduate and postgraduate levels. It covers essential topics such as advertising, direct marketing, corporate communications, public relations, product placement, sales promotion, social media, sponsorship and many more. The

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Newspaper

Articles 2013

author provides a set of managerial frameworks that include analysis, planning and implementation to help prepare those who go on to strategically create and effectively manage marketing communications campaigns. Every

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Persuasive

Newspaper

Articles 2013

chapter includes
Snapshots that help
you to apply theory
to engaging real-
world examples.

These include:

BMW, Harrods,
Levi's, Lynx, Tesco,
Tencent, United
Colors of Benetton
and Wonga.

Additionally, Stop
Points encourage

Online Library

Persuasive

Newspaper

Articles 2013

you to pause and critically reflect upon the topic for deeper learning and higher grades. The Assignment boxes invite you to test your knowledge in the form of a task based on what you have just read to also help push yourself further.

The Companion

Online Library

Persuasive

Newspaper

Articles 2013

Website includes longer case studies, video feeds and other useful web links, a larger glossary of key terms, and links to SAGE journal articles. Password-protected resources are also available to lecturers, including: PowerPoint slides, a

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Newspaper

Articles 2013

tutor manual,
activities for the
classroom and
indicative responses
to the assignments
and discussion
questions provided
in each chapter.

Shaping Immigration
News

Rogue Elephant

Handbook for

journalism educators

Online Library

Persuasive

Newspaper

Articles 2013

International Clinical
Practice and Policy
Issues

Social Convergence
in Times of Spatial
Distancing: The Role
of Music During the
COVID-19

Pandemic

Media Imperialism

"Televisie is nog
steeds verreweg de
belangrijkste bron

Online Library

Persuasive

Newspaper

Articles 2013

van nieuws voor de
meeste burgers.

Hoe de
berichtgeving over
politieke
onderwerpen er op
televisie uitziet is
daarom van groot
belang voor de
manier waarop de
democratie
functioneert. Door
het grote media-

Online Library

Persuasive

Newspaper

Articles 2013

aanbod van
tegenwoordig zijn

veel minder

mensen de

traditionele

nieuwsmedia

(kranten en

televisiejournals)

gaan volgen.

Daarentegen zijn er

entertainende

alternatieven in

opmars. Om de

Online Library

Persuasive

Newspaper

Articles 2013

bijdrage van "soft news" en

infotainment aan de democratie te bestuderen wordt in deze dissertatie onderzocht of en hoe deze soorten van nieuws de vorming van de publieke opinie beïnvloeden.

Daartoe wordt

onderzocht welke effecten de drie meest prominente vormen van entertainment-georiënteerde nieuwsvormen hebben op politieke attitudes. Om te onderzoeken hoe deze nieuwsgenres de vorming van politieke attitudes

beïnvloeden zijn drie experimenten uitgevoerd. Het eerste onderzoek focust zich op de vraag hoe human-interest-geframed nieuws in het NOS Journaal de politieke attitudes van kijkers beïnvloedt. Het tweede experiment

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Newspaper

Articles 2013

onderzocht hoe
opiniërende nieuws
verslaggeving
(PowNews) de
politieke attitudes
van mensen
beïnvloedt. Het
derde en laatste
experiment
illustreert hoe
politieke satire
(LuckyTV) de
attitude van kijkers

kan beïnvloeden.
Door politieke
onderwerpen te
personaliseren,
nieuws vergezeld te
laten gaan van de
opinie van de
journalist, of door
een satirische laag
over het nieuws
aan te brengen
wordt de politiek
aantrekkelijker om

te volgen voor mensen die zich normaliter niet betrokken voelen bij de politiek. De drie experimenten vonden verschillende mechanismen die impliceren dat burgers na het zien van gemakkelijke vormen van

politieke
verslaggeving
daadwerkelijk
politieke attitudes
(verder) ontwikkel
n."--Samenvatting
auteur.

English language
teaching (ELT) has
changed
dramatically over
the past decade in
Asia, an area of the

Online Library

Persuasive

Newspaper

Articles 2013

world where English is taught as a foreign language, rather than a second language. A drastic movement has been made from the traditional Grammar-Translation Method to more communicative approaches to

teaching and learning, such as project-based and task-based learning. In this book, the authors outline the development of ELT in Asia in the past decade in the wider context of educational reform in the region which

puts greater value on the acquisition of English and in student-centered classrooms. Given the growing importance of English and the enormous energy and enthusiasm in the region for learning the language in both

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Persuasive

Newspaper

Articles, 2013

formal and informal contexts, ELT will continue to flourish. University and secondary school teachers and researchers from five different Asian countries share methodologies and innovative programs that they have found to be

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Newspaper

Articles 2013

successful in their classrooms, including ideas for technology-enhanced language learning. This volume offers insight into the daily academic lives of secondary and university English language classrooms across

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Newspaper

Articles 2013

the region and shows how English is currently being reframed in this vibrant region.

A trusted market leader,

Guffey/Loewy's

ESSENTIALS OF

BUSINESS

COMMUNICATION

, 10E presents a

streamlined

Online Library

Persuasive

Newspaper
Articles 2013

approach to
business

communication that
includes
unparalleled
learning resources
for instructors and
students.

ESSENTIALS OF
BUSINESS
COMMUNICATION
includes the
authoritative text

Online Library

Persuasive

Newspaper

Articles 2013

and a self-teaching
grammar and

mechanics

handbook at the

back of the text as

well as

extraordinary print

and digital

exercises designed

to build grammar,

punctuation, and

writing skills. As

students learn

Online Library

Persuasive

Newspaper

Articles 2013
basic writing skills,
they are

encouraged to
apply these skills to
a variety of e-mails,
memos, letters,
reports, and
resumes.

Redesigned,
updated model
documents and
extensively updated
exercises and

Online Library

Persuasive

Newspaper

Articles 2013

activities introduce students to the latest business communication practices. The latest edition of this award-winning text features complete coverage of social media communication, electronic messages, and

Online Library

Persuasive

Newspaper

Articles 2013

digital media to
prepare students
for workplace
communication
success. Important
Notice: Media
content referenced
within the product
description or the
product text may
not be available in
the ebook version.
Revised and

Online Library

Persuasive

Newspaper

Articles 2013

Updated, Featuring
a New Case Study

How do successful
companies create
products people
can't put down?

Why do some
products capture
widespread
attention while
others flop? What
makes us engage
with certain

Online Library

Persuasive

Newspaper

Articles 2013

products out of sheer habit? Is there a pattern underlying how technologies hook us? Nir Eyal answers these questions (and many more) by explaining the Hook Model—a four-step process embedded into the

Online Library

Persuasive

Newspaper

Articles 2013

products of many
successful

companies to subtly
encourage
customer behavior.

Through
consecutive “hook
cycles,” these
products reach
their ultimate goal
of bringing users
back again and
again without

Online Library

Persuasive

Newspaper

Articles 2013

depending on
costly advertising

or aggressive
messaging. Hooked
is based on Eyal's
years of research,
consulting, and
practical

experience. He
wrote the book he
wished had been
available to him as
a start-up

Online Library

Persuasive

Newspaper

Articles 2013

founder—not abstract theory, but a how-to guide for building better products. Hooked is written for product managers, designers, marketers, start-up founders, and anyone who seeks to understand how products influence

Online Library

Persuasive

Newspaper

Articles 2013

our behavior. Eyal provides readers with:

- Practical insights to create user habits that stick.
- Actionable steps for building products people love.
- Fascinating examples from the iPhone to Twitter, Pinterest to the Bible App, and

Online Library

Persuasive

Newspaper

Articles 2013
many other habit-
forming products.

Russian Law

Journal

An Institutional

Ethnography

REFRAMING

ENGLISH

EDUCATION IN

ASIA

Hard News Stories,

Editorials and

Feature Articles

Online Library

Persuasive

Newspaper

Vol.II (2014) Issue

Articles 2013

2

Abolishing White
Masculinity from
Mark Twain to
Hiphop

Linked to an online
resource centre and
instructor's DVD,
this textbook
introduces the basic
principles of

Online Library

Persuasive

Newspaper

Articles 2013

marketing. It includes numerous contemporary case studies, chapter summaries and review questions.

Master the fundamentals critical to becoming an effective writer with Yagelski's

WRITING: TEN

Page 154/201

Online Library

Persuasive

Newspaper

Articles 2013

CORE CONCEPTS,

3E. Carefully

designed guides,

thoroughly

integrated with the

core concepts, set

this book apart as

you study key

rhetorical moves

within analytical,

persuasive and

narrative writing.

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Persuasive

Newspaper

Articles 2013

Applied assignments challenge you to complete causal analysis, academic arguments and literacy narratives.

This edition presents writing as an interaction between writer and reader, teaching you how to use writing skills to

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Persuasive

Newspaper

Articles 2013

participate in
important

conversations

shaping today's

lives. This edition

features 26 new

readings and 11 new

sample student

essays as well as

new chapters on

literacy narratives,

summary-response

Online Library

Persuasive

Newspaper

essays, annotated

Articles 2013

bibliographies and
presentations.

Updates guide you
in working with
digital resources,
expand your critical
reading strategies
and highlight the
latest APA and
MLA guidelines.

Important Notice:

Page 158/201

Online Library

Persuasive

Newspaper

Articles 2013

Media content
referenced within the
product description
or the product text
may not be available
in the ebook version.
This valuable book
is the first to bring
together theory and
policy with analysis
of key areas of the
public realm to

Online Library

Persuasive

Newspaper

Articles 2013

explore what religious literacy is, why it is needed and what might be done about it. It is aimed at academics, policy-makers and practitioners interested in the continuing presence of religion and belief in the public sphere.

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Persuasive

Newspaper

Articles 2013

This popular text mixes classic theory and research on urban politics with the most recent developments and data in urban and metropolitan affairs. Its balanced and realistic approach helps students understand the

Online Library

Persuasive

Newspaper

Articles 2013

nature of urban
politics and the
difficulty of finding
effective "solutions"
in a suburban and
global age. The ninth
edition has been
thoroughly rewritten
and updated with a
continued focus on
economic
development and

Online Library

Persuasive

Newspaper

race, plus renewed
Articles 2013
attention to

globalization,

gentrification, and

changing

demographics.

Boxed case studies

of prominent recent

and current urban

development efforts

provide material for

class discussion, and

Online Library

Persuasive

Newspaper

Articles 2013

concluding material

demonstrates the

tradeoff between

more "ideal" and

more "pragmatic"

urban politics. Key

changes in this

edition include:

Every chapter has

been thoroughly

updated and

rewritten. The Ninth

Online Library

Persuasive

Newspaper

Articles 2013

Edition reflects the most current census data and the newest trends in such areas as the "new immigration," suburbanization, gentrification, and big-city revivals; There is coverage of the big-city pension crisis and politics in

Online Library

Persuasive

Newspaper

Articles 2013
Stockton, Detroit,
and other cities

facing possible
bankruptcy; A brand-
new opening chapter
introduces the
concepts of the
Global City, the
Entertainment City,
and the Bankrupt
City; New photos
and boxes appear

Online Library

Persuasive

Newspaper

throughout the book;

Articles 2013

Increased coverage

of policies for

sustainable urban

development.

Effective

Advertising

Strategies for Your

Business

Data Culture and the

Organisation of

Teachers' Work

Online Library

Persuasive

Newspaper

Writing: Ten Core

Articles 2013

Concepts (w/

MLA9E Updates)

Computational

Methods for

Communication

Science

Self-Tracking

Hooked

As the media

landscape has

evolved over the

Online Library

Persuasive

Newspaper

Articles 2013

past few years,
especially with the
emergence of
interactive and
social media, the
philosophy of
advertising is
significantly
changing. Most
businesses realize
that the days
when they relied

Online Library

Persuasive

Newspaper

Articles 2013

on three national networks (ABC, NBC, and CBS) and a few national newspapers to advertise are gone; thus, they begin to find alternatives to standardized advertising. Many of them begin to

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Newspaper

Articles 2013

adopt more individualized advertising approaches, empowered by Internet technologies. This book outlines three fundamental strategies of advertising:

Online Library

Persuasive

Newspaper

Articles 2013

standardized,
targeted, and
individualized. It
describes each
strategy in detail
and discusses the
pros and cons of
each. The
importance of
collecting
consumer insights
and incorporating

Online Library

Persuasive

Newspaper

Articles 2013

those insights into
advertising
messages are also
highlighted.

Although a few
high-technology
companies, such
as Google,
Facebook, and
Amazon, are
showing success
in delivering

Online Library

Persuasive

Newspaper

Articles 2013

individualized
advertising
messages to
consumers, this
approach
(including both
personalization
and
customization) is
not suitable for all
businesses. No
single strategy is

Online Library

Persuasive

Newspaper

Articles 2013
absolutely more
effective than the
others; however,
inside you are
given a real
strategy based on
a scrutiny of the
value proposition
of the business
and expectations
of consumers.

In this New York

Online Library

Persuasive

Newspaper

Articles 2013

Times bestseller,
one of America's
premier child
psychologists
offers a must-read
account of the
dismal state of
parenting today,
and a vision for
how we can better
prepare our
children for the

Online Library

Persuasive

Newspaper

Articles 2013

challenges of the
adult world In The
Collapse of
Parenting,
internationally
acclaimed author
Leonard Sax
argues that rising
levels of obesity,
depression, and
anxiety among
young people can

Online Library

Persuasive

Newspaper

Articles 2013

be traced to
parents

abdicating their
authority. The
result is children
who have no
standard of right
and wrong, who
lack discipline,
and who look to
their peers and
the Internet for

Online Library

Persuasive

Newspaper

Articles 2013

direction. Sax shows how parents must reassert their authority - by limiting time with screens, by encouraging better habits at the dinner table, and by teaching humility and

Online Library

Persuasive

Newspaper

perspective - to

Articles, 2013
renew their

relationships with
their children.

Drawing on nearly
thirty years of
experience as a
family physician
and psychologist,
along with
hundreds of
interviews with

Online Library

Persuasive

Newspaper

Articles 2013
children, parents,
and teachers, Sax

offers a blueprint
parents can use to
help their children
thrive in an
increasingly
complicated
world.

This book
provides an
empirical and

Online Library

Persuasive

Newspaper

philosophical
Articles 2013
investigation of

self-tracking

practices. In

recent years, there

has been an

explosion of apps

and devices that

enable the data

capturing and

monitoring of

everyday

Online Library

Persuasive

Newspaper

Articles 2013

activities,
behaviours and
habits.

Encouraged by
movements such
as the Quantified
Self, a growing
number of people
are embracing this
culture of
quantification and
tracking in the

Online Library

Persuasive

Newspaper

Articles 2013

spirit of improving their health and wellbeing. The aim of this book is to enhance understanding of this fast-growing trend, bringing together scholars who are working at the forefront of the critical study

Online Library

Persuasive

Newspaper

Articles 2013

of self-tracking practices. Each chapter provides a different conceptual lens through which one can examine these practices, while grounding the discussion in relevant empirical examples. From

Online Library

Persuasive

Newspaper

phenomenology

Articles 2013
to discourse

analysis, from

questions of

identity, privacy

and agency to

issues of

surveillance and

tracking at the

workplace, this

edited collection

takes on a wide,

Online Library

Persuasive

Newspaper

Articles 2013

and yet focused,
approach to the
timely topic of self-
tracking. It
constitutes a
useful companion
for scholars,
students and
everyday users
interested in the
Quantified Self
phenomenon.

Online Library

Persuasive

Newspaper

Articles 2013

This Practical
Guide to Event
Promotion offers
the reader a short
and succinct
overview of the
range of
marketing
communication
materials from
print to social
marketing that

Online Library

Persuasive

Newspaper

Articles 2013

can be used to promote an event successfully to the correct target markets. It includes invaluable advice on how to identify the type of communication tools most applicable to the

Online Library

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Newspaper

Articles 2013

type of event that is being promoted and its target market; how to effectively use and implement these; useful tips on things to avoid; as well as suggested time frames to use before, during and after the event.

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Newspaper

Articles 2013

Examples of best practice and insights from events marketers are integrated throughout.

Although full of practical information, a strong theoretical base underpins the advice

Online Library

Persuasive

Newspaper

Articles 2013

included on how
event managers
can apply

communication
and persuasion
theory to key

audiences. This
book will be a
useful resource for

Events

Management

students putting

Online Library

Persuasive

Newspaper

Articles 2013

on an event as
part of their
course and for
assessments, and
those wanting to
convert general
theory into
practical skills
they will use in the
workplace.

How We Hurt Our
Kids When We

Online Library

Persuasive

Newspaper

Treat Them Like

Articles, 2013

Grown-Ups

An Introduction

How to Build

Habit-Forming

Products

Reporting on

migrants and

refugees

Standardized

Testing

Online Library

Persuasive

Newspaper

Articles 2013

Scrutinizing
Argumentation in
Practice contains
a selection of
papers reflecting
upon the use of
argumentation in
real life contexts.
The first five
sections are
devoted to
argumentation in
a specific

Online Library

Persuasive

Newspaper

Articles 2013

institutional
context: scientific
controversies,
argumentation in
politics,
argumentation in
a legal context,
argumentation in
education,
argumentation in
an interpersonal
context. The last
section deals with

Online Library

Persuasive

Newspaper

Articles 2013

strategic
maneuvering as a
vital concept in
studying

argumentation in
practice. The
contributors are:

Francesco

Arcidiacono,

Michael J. Baker,

Sarah Bigi, Marina

Bletsas,

Stephanie Breux,

Online Library

Persuasive

Newspaper

Articles 2013

William O. Dailey,
Marianne Doury,
Claudio Duran,
Frans H. van
Eemeren, Lindsay
M. Ellis, Jeanne
Fahnestock,
Eveline T. Feteris,
Bart Garssen,
Anca Gâță, Salma
I. Ghanem, Sara
Greco, Edward A.
Hinck, Robert S.

Online Library

Persuasive

Newspaper

Articles 2013

Hinck, Shelly S.

Hinck, Henrike

Jansen, Takayuki

Kato, Susan L.

Kline, Pascale

Mansier, Bert

Meuffels, Celine

Miserez-Caperos,

D'Arcy Oaks,

Sachinidou

Paraskevi, Anne-

Nelly Perret-

Clermont, H. José

Online Library

Persuasive

Newspaper

Articles 2013

Plug, Takeshi
Suzuki, and David
Zarefsky.

A clinical
handbook on
gestational
surrogacy, with
thorough
guidance for
clinicians
involved in global
third-party
reproductive

Online Library

Persuasive

Newspaper

Articles 2013

treatment.

Advances in

Theory and

Research

English for

Industrial

MARKETING 3E P

Understanding

Management