

Arts Entertainment

Contemporary Perspectives on Art and International Development
A Cannes Lions Jury Presents: The Art of Branded Entertainment
Mapping Innovation in India's Creative Industries
The Read-Aloud Handbook
The Deadly Deep
Vertical File
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The Perils of Populism
Sing Out
AV Market Place
Theme Park Design & the Art of Themed Entertainment
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The Performer in New Media
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visual artists craftspeople musicians and performers have been supported by the development community for at least twenty years yet there has been little grounded and critical research into the practices and politics of that support this new routledge

book remedies that omission and brings together varied perspectives from artists policy makers and researchers working in the pacific africa latin america and europe to explore the challenges and opportunities of supporting the arts in the development context the book offers a series of grounded analyses which cover strategies for the sustainability of arts enterprises innovative evaluation methods theoretical engagements with questions of art agency and social change artists entanglements with legal and structural frameworks processes of cultural mapping and the artist donor interface the creative economy is increasingly recognized as a driver of development and this book also investigates the contribution made by the arts to the processes of international development and considers how those processes can best be supported by development agencies contemporary perspectives on art and international development gives scholars of development studies social and cultural geography anthropology cultural policy cultural studies and global studies a contextually and thematically diverse range of insights into this emerging research field

a special première release of this groundbreaking book on the art of advertising and brand management to coincide with the 2018 cannes lions international festival of creativity a collection of essays from jurors on the 2017 lions entertainment award drawing on years of experience and expertise working for brands such as mini coca cola lego google skype and intel and for media and advertising giants such as bartle bogle hegarty and mediacom the contributors provide a fun and far reaching study of the evolution of branding and the future of advertising live television viewing is decreasing as audiences choose to stream television shows and films via catch up youtube netflix itunes and other digital platforms with that shift intrusive commercial advertising breaks are quickly losing their power as the leading way in which brands communicate with viewers for the past five years the cannes lions international festival of creativity has been grappling with how the entertainment and marketing worlds can collaborate in fresh and innovative ways rather than unsophisticated product placement in 2017 twenty specialist jurors considered a wide range of ideas submitted in the relatively uncharted category of branded entertainment regarded by many as the future of advertising for days they deliberated on what made an entry more or less successful this book conveys their comprehensively debated conclusions in a series of stimulating essays authored by each juror contributors to the art of branded entertainment monica chun president of pmk bnc jules daly president of rsa films ricardo dias cmo of

anheuser busch inbev s grupo modelo in mexico samantha glynne global vice president of branded entertainment at tv production giant fremantlemedia carol goll icm partners global head of branded entertainment gabor harrach the new york based film and tv producer and former head of entertainment content at red bull media house marissa nance managing director for multicultural content marketing strategic partnerships at media superpower omd toan nguyen partner at jung von matt sports luciana olivares cco of latina media in peru marcelo páscoa head of global brand marketing at burger king pj pereira founder and creative chairman of pereira o dell misha sher vice president at mediacom worldwide pelle sjoenell bartle bogle hegarty s global chief creative officer tomoya suzuki ceo of stories international jason xenopoulos chief vision officer and chief creative officer of vml

the first in depth study of the indian creative industries this book provides a comprehensive mapping of the indian creative industries and its policy landscape developing and defining key concepts and terms and offering detailed case studies of specific sectors geographic regions and governance structures using an ecosystem framework this book focuses on strategy policy tangible and intangible infrastructure and funding and investment to understand the main drivers and barriers across nine sub sector value chains with investment from global brands into many sectors it tracks how indian creative industries are fostering innovation and design for social and ecological sustainability it also delves into india s informal economy to share key policy insights the volume will be of great interest to scholars and researchers of public policy business studies and south asian studies it will also be a key document for foreign investors willing to invest in one of the fastest growing and stable economies in the world

a new york times and million copy bestseller the classic handbook on reading aloud to children revised and updated recommended by dear abby the new york times and the washington post for three decades millions of parents and educators have turned to jim trelease s beloved classic to help countless children become avid readers through awakening their imaginations and improving their language skills now this new edition of the read aloud handbook imparts the benefits rewards and importance of reading aloud to children of a new generation supported by delightful anecdotes as well as the latest

research the read aloud handbook offers proven techniques and strategies and the reasoning behind them for helping children discover the pleasures of reading and setting them on the road to becoming lifelong readers

a fascinating and comprehensive account of how an initially ineffectual underwater boat originally derided and loathed in equal measure evolved into the most powerful and terrifying vessel ever invented with enough destructive power to end all life on earth iain ballantyne considers the key episodes of submarine warfare and vividly describes the stories of brave individuals who have risked their lives under the sea often with fatal consequences his analysis of underwater conflict begins with archimedes discovering the principle of buoyancy our clandestine journey then moves through the centuries and focuses on prolific characters with deathly motives including david bushnell who in 1775 in america devised the first combat submarine with the idea of attacking the british today nuclear powered submarines are among the most complex costly ships in existence armed with nuclear weapons they have the ability to destroy millions of lives they are the most powerful warships ever created at the heart of this thrilling narrative lurks danger and power as we discover warfare s murkiest secrets

in today s evolving democratic landscape the perils of populism the end of the american century offers an extensive investigation into the phenomenon of populism and its potential threats to u s democracy esteemed contributors and long time populism observers provide historical and analytical insights delving into the personalization of political conflicts the cultivation of populist politics and the propensity for insults and violence within the realm of american politics this thought provoking volume presents a comprehensive analysis of the american system of government and presidency shedding light on the influence of tribalism cronyism nepotism and the utilization of masculinist identity politics through illuminating examples and incisive narratives the book explores key principles highlights the complexities of the american political landscape and offers constructive recommendations to address the challenges posed by plutocratic or authoritarian populism the book serves as an invaluable resource for researchers scholars and practitioners worldwide transcending geographical boundaries it uncovers the interplay between populist forces and anti democratic tendencies providing a deeper understanding of the current state of democracy and the urgent need for political reforms in an era marked by deep divisions and racial tensions this book provides

an essential framework for comprehending the complex dynamics at play within the american political sphere

theme park design the art of themed entertainment aims to be the most in depth book on theme park design ever written documenting for professional designers theme park design students and curious theme park fans the fascinating processes and techniques that go into creating the amazing worlds of theme park design

explores the art and design of video games and discusses the new medium s relationships to traditional art and design forms

everything you need to know to book live entertainment into

look behind the scenes at the fascinating world of arts and entertainment learn the tricks of the trade and discover why a conductor waves a baton when the first television pictures were shown and how big the spaceships in films really are page 4 of cover

get ready to pack your bags and go on tour with the most trusted and comprehensive text for concert lighting with a special focus on rock and roll learn how to use computer aided drafting moving luminaires learn about the people and the history that shaped the field and more expand your design possibilities by learning about cross media use of concert lighting techniques and their application in film video theatre and the corporate world from snagging those precious contracts to knowing the best equipment to use to designing a show concert lighting techniques art and business covers everything you need to know

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