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Designed for Success - A charmingly illustrated history of midcentury

instructional records and their untold contribution to the American narrative of self-improvement, aspiration, and success. For the midcentury Americans who wished to better their golf game through hypnosis, teach their parakeet to talk, or achieve sexual harmony in their marriage, the answers lay no further than the record player. In *Designed for Success*, Janet Borgerson and Jonathan Schroeder shed light on these endearingly earnest albums that contributed to a powerful American vision of personal success. Rescued from charity shops, record store cast-off bins, or forgotten boxes in attics and basements, these educational records reveal the American consumers' rich but sometimes surprising relationship to advertising, self-help, identity construction, and even aspects of transcendentalist thought. Relegated to obscurity and novelty, instructional records such as *Secrets of Successful Varmint Calling*, *You Be a Disc Jockey*, and *How to Ski (A Living-Room Guide for Beginners)* offer distinct insights into midcentury media production and consumption. Tracing the history of instructional records from the inception of the recording industry to the height of their popularity, Borgerson and Schroeder offer close readings of the abundant topics covered by "designed for success" records. Complemented by over a hundred full-color illustrations, *Designed for Success* is a wonderfully nostalgic tour that showcases the essential role these vinyl records played as an unappreciated precursor to contemporary do-it-yourself culture and modern conceptions of self-improvement.

Digital Dilemmas - *Digital Dilemmas* looks at the dynamics of power and resistance surrounding the internet. It focuses on how publics, nation-states, and multilateral institutions are being continually reinvented in local and global decision-making domains that are accessed and controlled by a relative few. Importantly it unpacks the ways in which computer-mediated power relations play out as "on the ground" and "cyberspatial" practices and discourses that collude and collide with one another at the personal, community, and transnational level. Case studies include homelessness and the internet, rights-based advocacy for the online environment at the United Nations, and how the ongoing battle between proprietary and open source software designs affects ordinary people and policy-making. The result is an innovative and groundbreaking critique of the way new paradigms of power and resistance forged online reshape traditional power hierarchies offline, at home and abroad.

Introduction to Public Relations - *Introduction to Public Relations: Strategic, Digital, and Socially Responsible Communication* presents a

comprehensive introduction to the field of public relations, examining its current practices and future directions. In response to the dynamic shifts in technology, business, and culture, authors Janis T. Page and Lawrence J. Parnell illustrate how today's PR professionals craft persuasive messages using modern technologies while working in line with the industry's foundations. The text skillfully balances this approach by delving into communication theory, history, processes, and practices, demonstrating how these elements can be integrated into strategic public relations planning. Page and Parnell guide students toward becoming socially responsible communicators, where fostering trust and respect with diverse communities is valued over creating the next viral campaign. The Third Edition responds to the rising focus on social responsibility, sustainability, CEO and investor activism, and consumer demand for ethical brands, and addresses these changes with updated content, including new features, recent examples, case studies, and chapter-opening scenarios.

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Indian Muslims and Citizenship - Through the creation of post-colonial citizenship, India adopted a hybridisation of specific secular and western conception of citizenship. In this democratic framework, Indian Muslims are observed on how they make use of the spaces and channels to accommodate their Islamic identity within a secular one. This book analyses how the socio-political context shapes citizens' perceptions of multiple variables, such as their sense of political efficacy, agency, conception of citizenship rights and belief in democracy. Based on extensive surveys and interviews and through presenting and investigating the various meanings of jihād, the author explores the usage of non-Eurocentric conceptual approaches to the study of postcolonial and Muslim societies, in particular the meaning it carries in the psyche of the Muslim community. She argues that through means of argumentative and spiritual jihād, Indian Muslims fight their battle towards a realisation of citizenship ideals despite the unfavourable conditions of intra and inter community conflicts. Presenting new examinations of Islamic identity and citizenship in contemporary India, this book will be a useful contribution to the study of South Asian Studies, Religion, Islam, and Race and Ethnicity.

Take Back Your Book - Have you sold your book to a publisher, but years later it's not selling the way you want? Are you frustrated with the lack of marketing for your novel and low royalty payments? It's time to take back your book. This short guide will give you the confidence and knowledge you need to ask for rights reversion and take control over that book again. In 'Take Back Your Book: An Author's Guide to Rights Reversion and Publishing on Your Terms' you'll find: The basics of rights reversion How to ask for your book rights back What happens when you do, or don't get those rights back What to do after your rights are reverted How to self-publish your novel Long-term considerations for your author business and backlist This book features interviews with authors who successfully acquired their book rights after publication and their continued successes. You will always be your book's biggest champion. Don't condemn it to years of neglect at someone else's hands. Take back your rights and put it to work for years to come.

Working the Cloud - Learn how to master the online technology for your small business needs. If you want every part of your business to be more productive and therefore more profitable look no further. Working the Cloud gives you the knowledge to harness the power of free online tools and resources and watch the internet turn into a crucial asset for your business. Whether you've already got your business up and running or you're just starting up,

learn how to save time and cut costs with online tools. Working the Cloud helps you embrace new devices, apps and technologies and evolve your small business in the changing digital market. TV's Kate Russell who appears weekly on the BBC's flagship technology show, Click, looks at every part of your business from social media and marketing to office management and cost cutting, explaining how to improve any business. Find out: Where to find free online tools and resources and how to use them How to build a successful online community and positively engage with customers How successful entrepreneurs used the internet to build their businesses and brand Accompanied by a free smartphone and tablet app which contains exclusive interviews with entrepreneurs and technology experts. Check out the promo video for Working the Cloud here: http://www.youtube.com/watch?v=BoaY5_oAiVI

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ask for rights reversion and take control over that book again. In 'Take Back Your Book: An Author's Guide to Rights Reversion and Publishing on Your Terms' you'll find: The basics of rights reversion How to ask for your book rights back What happens when you do, or don't get those rights back What to do after your rights are reverted How to self-publish your novel Long-term considerations for your author business and backlist This book features interviews with authors who successfully acquired their book rights after publication and their continued successes. You will always be your book's biggest champion. Don't condemn it to years of neglect at someone else's hands. Take back your rights and put it to work for years to come.

Working the Cloud - Learn how to master the online technology for your small business needs. If you want every part of your business to be more productive and therefore more profitable look no further. Working the Cloud gives you the knowledge to harness the power of free online tools and resources and watch the internet turn into a crucial asset for your business. Whether you've already got your business up and running or you're just starting up, learn how to save time and cut costs with online tools. Working the Cloud helps you embrace new devices, apps and technologies and evolve your small business in the changing digital market. TV's Kate Russell who appears weekly on the BBC's flagship technology show, Click, looks at every part of your business from social media and marketing to office management and cost cutting, explaining how to improve any business. Find out: Where to find free online tools and resources and how to use them How to build a successful online community and positively engage with customers How successful entrepreneurs used the internet to build their businesses and brand Accompanied by a free smartphone and tablet app which contains exclusive interviews with entrepreneurs and technology experts. Check out the promo video for Working the Cloud here: http://www.youtube.com/watch?v=BoaY5_oAiVI

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