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KEY=PRAXISWISSEN - JILLIAN BEARD

Online-Marketing-Intelligence Kennzahlen, Erfolgsfaktoren und Steuerungskonzepte im Online-Marketing Springer-Verlag Dieses Buch bietet eine bislang einzigartige Übersicht über Kennzahlen der wichtigsten Online-Marketinginstrumente verbunden mit einer fundierten Betrachtung der Instrumente und Erfolgszusammenhängen aus empirischen Forschungsergebnissen. Aufgrund der Fülle an verfügbaren Instrumenten und Daten fehlt dem Marketing-Management häufig ein Überblick, mit welchen Kennzahlen sich der Erfolgsbeitrag ihrer Online-Marketing-Aktivitäten bestmöglich messen und dokumentieren lässt. Somit fällt auch die Entscheidung zur Ausgestaltung der Online-Marketing-Aktivitäten schwer: Das Verständnis über Erfolgszusammenhänge ist häufig nur rudimentär vorhanden. Die Autoren beschreiben über 150 Kennzahlen, die in unterschiedlichen Kontexten und entlang der Customer Journey eingesetzt werden können. Sie geben auch Hilfestellungen für die Entwicklung einer Online-Marketing-Intelligence. Das Ziel: trotz zunehmender Komplexität der Online-Marketing-Instrumente eine bestmögliche Budgetallokation zu erreichen. Auch dafür haben sie aus empirischen Forschungsergebnissen instrumentspezifische Erfolgszusammenhänge und -Faktoren für den Business-Alltag extrahiert. Der Praktiker findet in diesem Buch eine Fülle von Handlungsempfehlungen für sein Online-Marketing, um es – auch unter Berücksichtigung empirisch identifizierter Erfolgszusammenhänge – auf state-of-the-art Niveau zu betreiben. **Rechtsfragen des Influencer-Marketings Eine Analyse der Informationsanforderungen am Beispiel Instagram** Fachmedien Recht und Wirtschaft Influencer-Marketing ist populärer denn je. Spätestens seit den Entscheidungen LG München I "Cathy Hummels" und LG Karlsruhe "Pamela Reif" genießt die Thematik besondere Aufmerksamkeit in Rechtsprechung und Literatur. Auch die Gesetzgeber haben dem Influencer-Marketing bei der Novellierung des Medien- und Lauterkeitsrechts besondere Bedeutung beigemessen. Im Fokus der Untersuchung steht die Plattform Instagram. Vor diesem Hintergrund setzt sich der Autor mit grundlegenden Fragen auseinander: - Wann handelt es sich bei der Betätigung von Influencern um eine Werbung/kommerzielle Kommunikation/geschäftliche Handlung? - Welche Informationspflichten spielen beim Influencer-Marketing auf Instagram eine Rolle? - Welche Maßnahmen müssen Influencer treffen, um die Anforderungen der Informationspflichten zu erfüllen? Wie sind diese Maßnahmen auf Instagram umzusetzen? - Sind diese Anforderungen bzw. Maßnahmen zur Umsetzung mit den Grundrechten der Influencer zu vereinbaren? - Ist der Plattformanbieter für eigene Verstöße gegen die Informationspflichten verantwortlich? Bestehen darüber hinaus auch Pflichten des Plattformanbieters, bei der Erfüllung der Informationspflichten des Influencers mitzuwirken? **Handbook of Social Media Management Value Chain and Business Models in Changing Media Markets** Springer Science & Business Media Digitization and Web 2.0 have brought about continuous change from traditional media management to new strategic, operative and normative management options. Social media management is on the agenda of every media company, and requires a new set of specialized expertise on digital products and communication. At the same time, social media has become a vibrant field of research for media economists and media management researchers. In this handbook, international experts present a comprehensive account of the latest developments in social media research and management, consistently linking classical media management with social media. The articles discuss new theoretical approaches as well as empirical findings and applications, yielding an interesting overview of interdisciplinary and international approaches. The book's main sections address forms and content of social media; impact and users; management with social media; and a new value chain with social media. The book will serve as a valuable reference work for researchers, students and professionals working in media and public relations. **Handbook of Media Branding** Springer This comprehensive handbook critically addresses current issues and achievements in the field of media branding. By discussing media branding from different viewpoints, disciplines and research traditions, this book offers fresh perspectives and

identifies areas of interest for further research. The authors highlight the peculiarities of this field and reveal links and commonalities with other areas of study within communication science. The chapters address different research areas, such as society-, content-, management-, audience- as well as advertising aspects of media brands. This handbook thus brings together contributions from different areas making it a valuable resource for researchers and experts from industry interested in media branding. **Ausgestaltung des Wertschöpfungsprozesses von Online-Nachrichten** Springer-Verlag Jeong-Soo Kang stellt vier Analysemodelle für den Wertschöpfungsprozess in der Online-Welt dar und analysiert auf der Basis des Konzepts „two-sided markets" die Preisstruktur des Konsummarktes von Online-Nachrichten. **Public Relations Research European and International Perspectives and Innovations** Springer This volume is a major contribution to the trans-national debate on public relations research and communication management. It presents dominant concepts and findings from the scientific community in Germany in English language. At the same time, the compilation contains a selection of the most influential and relevant approaches from European and international researchers. Editors and contributors are renowned academics from all over the world. This books honours Guenter Bentele, one of the international spearheads of public relations research, and gives academics, students and communication managers a focussed insight into the field. **Guerrilla P.R. How You Can Wage an Effective Publicity Campaign…Without Going Broke** Harper Collins The manifesto for waging a street-smart publicity campaign with no- or low-cost strategies from one of Hollywood's most successful publicists. **Konsumentenpsychologie** Walter de Gruyter Der Band bietet eine differenzierte Sicht auf den Konsumenten. Neben den Grundlagen aus der Psychologie wird auch auf den spezifischen Kontext eingegangen, in dem sich Konsumenten bewegen: so wirken zunehmend kulturelle Einflüsse auf den Kaufprozess ein. Es geht um den kompetenten Konsumenten, der mit den Anforderungen der modernen Konsumwelt umzugehen weiß. Aktuelle Themen wie der Konsument 2.0, die Markenpersönlichkeit, nachhaltiger Konsum im Jugendalltag und ethische Aspekte werden von Experten ergänzt. **Marketing Management and Communications in the Public Sector** Routledge The fields of marketing and communication have become increasingly important for modern public administrations in recent years but the focus on these subjects has been geared mainly towards the generation of outputs, leaving somewhat behind the analysis and deeper reflections on the impact they make and their limitations. This book provides a thorough overview of the major concepts in marketing and communication which is done by utilizing an exclusive and decisive public-sector approach, with an unambiguous international outlook. The possibilities and limits of the application of marketing and communication, from strategic aspects to the more concrete questions of instruments and implementation, are discussed and if the realities of the public sector are the key to any understanding of marketing and communication, the international scene is the only possible ground to do this in. Aided by a multitude of pedagogical features, Marketing Management and Communications in the Public Sector is a key read for all students, practitioners and scholars working or studying in this field. **Science communication today : international perspectives, issues and strategies ; Journées Hubert Curien de la Culture Scientifique, Technique et Industrielle, Nancy, 2012 Social Media Influencers in Strategic Communication** Routledge This book seeks to draw a comprehensive picture of influencer collaborations from a strategic communication perspective. The contributors tackle strategic influencer communication from multidisciplinary perspectives, from varying actor foci, and from different methodological frameworks and methods. Influencers cross traditional boundaries in many ways and oscillate between intimacy and publicity, authenticity and commercialization, ingratiation and critical distance. From a strategic communication perspective, this variability makes influencers hard to capture: organizations can cooperate with influencers to achieve both marketing and PR objectives. Influencers can act as cooperation partners, integrating commercial content into organic narratives, or as independent critics. Influencers also combine different roles that have traditionally been occupied by separate actors such as intermediary, content distributor, creative content producer, community manager, testimonial, strategic counsellor, and event host. The combination of these roles in just one actor opens new opportunities for strategic communication and can produce appreciated synergy effects. It is therefore hardly surprising that influencer collaborations have become a firmly established instrument in the toolbox of strategic communicators. The chapters in this book were originally published in the International Journal of Advertising and the International Journal of Strategic Communication. **Social Media at Work How Networking Tools Propel Organizational Performance** John Wiley & Sons The definitive guide for using social media to build more effective organizations Today's networking technologies-wikis, blogs, and social networking sites-are changing how we build professional relationships and work collaboratively. In this insightful book, three organizational development experts from Oracle Corporation offer executives down-to-earth strategies for leveraging the power of social media to build more effective and agile organizations, engage employees, and sustain competitiveness. Offers practical advice for using social media (wikis, blogs, and social networking sites) to increase organizational effectiveness Presents proven recommendations for building teams, accelerating learning, and fostering innovation by adopting social networking tools Shows how to tap into the power of social networks to improve organizational performance Demonstrates how social media will help organizations thrive for years to come by drawing on case studies from companies like Intel, Cisco, Nokia, and others **Integrative Framing Analysis Framing Health through Words and Visuals** Routledge Much of framing scholarship focuses either exclusively on the analysis of words or of visuals. This book aims to address this gap by proposing a six-step approach to the analysis of verbal frames, visual frames and the interplay between them—an integrative framing analysis. This approach is then demonstrated through a study investigating the way words and visuals are used to frame people living with HIV/AIDS in various communication contexts: the news, public service announcements and special interest publications. This application of integrative framing analysis reveals differences between verbal frames and visual frames in the same messages, underscoring the importance of looking at these frames together. **Humor in Advertising Classic Perspectives and New Insights** Routledge Humor has long been one of the most common approaches used in advertising. Whether in a big televised event like the Super Bowl or in new forms of digital advertising, everyone is exposed to funny ads, some of which both entertain the audience and help sell a product. Yet, the use of humor in advertising is complex; clearly not all humorous ads are successful. This comprehensive volume both summarizes the cumulative state of knowledge on humor in advertising and provides new cutting-edge research on key topics such as humor's use in conjunction with emotional and sexual appeals, its use in digital advertising, and issues related to gender and cross-cultural applicability. Special emphasis is placed on defining humorous advertising and types of humor used, as well as outlining what conditions work for advertisers. The chapters examine humor in

advertising and add insights on several cutting-edge issues in this stream of research. An overview article summarizing the overall body of literature accumulated over 50 years of research on humorous advertising defines types of humorous appeals. The degree to which humor is effective and the boundary conditions associated with when and how it works best in advertising is discussed. New research articles further contribute to cumulative knowledge by exploring the interaction of humor with other issues and techniques such as whether it travels internationally, gender issues, its use in conjunction with emotional and sexual appeals, and its presence in the digital contexts. The book concludes with an in-depth look at the evolution of humorous appeals over the oldest traditional advertising medium—outdoor advertising. The chapters in this book were originally published in International Journal of Advertising. **Earth and Beyond in Tumultuous Times** Earth and Beyond in Tumultuous Times offers a critical exploration of the Anthropocene concept. It addresses the urgent geopolitical and environmental questions raised by the new geological epoch. How are we to rethink landscapes, such as river deltas, oceans, or outer space? How can we create spaces for resistance and utopic dreaming? This volume confronts these questions by charting how space and place are constructed, deconstructed, and negotiated by humans and non-humans under conditions of globally entangled consumption, movement, and contamination. The essays in this volume are complemented by artistic interventions that offer a poetics for a harmed planet and the numerous worlds it contains. Earth and Beyond in Tumultuous Times is part of the series Future Ecologies dedicated to rethink the multiple ecologies that flourish and struggle on Earth and beyond. **Kongruenz in der Crossmedia-Kommunikation Eine Untersuchung der Determinanten und Wirkungen** Springer-Verlag Forschungsergebnisse zeigen, dass Crossmedia-Kommunikation im Vergleich zu monomedialen Kampagnen eine höhere Werbewirkung erzielen kann. Wichtige Einflussfaktoren stellen hierbei die inhaltliche und formale Ausgestaltung sowie der Grad der Integration – also die Kongruenz – der Werbemittel dar. Christina Beyer untersucht die Wirkung von inhaltlicher sowie formaler (In-)Kongruenz auf den Werbeerfolg und leitet Implikationen für die Kommunikationspolitik ab. Eine Inhaltsanalyse von Online- und Offline-Werbung sowie ein experimenteller Versuchsaufbau liefern die methodischen Grundlagen **Malaysian Entrepreneurs Rethinking Public Relations PR Propaganda and Democracy** Routledge All PR, whether for charities or arms manufacturers, is weak propaganda. Though it has its undeniable benefits (it grabs attention and helps circulate more information), it also has costs (such as selective messaging). This extensively revised edition of a classic text fully investigates PR, updating and expanding earlier arguments and building upon the successful first edition with new thoughts, data and evidence. Thought-provoking and stimulating, Rethinking Public Relations 2nd Edition challenges conventional PR wisdom. It develops the accepted thinking on the most important question facing PR - its relationship with democracy - and finds a balance of advantages and disadvantages which leave a residue of concern. It tackles topical issues such as: PR as a form of propaganda which flourishes in a democracy the connections between PR and journalism the media, promotions culture and persuasion. Designed to appeal to final year undergraduates, postgraduates and researchers studying public relations, media and communications studies, this book explores the most important relationship PR has – the connection with democracy – and asks what benefits or costs it brings to politics, markets and the media. **Concurrent Engineering in the 21st Century Foundations, Developments and Challenges** Springer Presenting the gradual evolution of the concept of Concurrent Engineering (CE), and the technical, social methods and tools that have been developed, including the many theoretical and practical challenges that still exist, this book serves to summarize the achievements and current challenges of CE and will give readers a comprehensive picture of CE as researched and practiced in different regions of the world. Featuring in-depth analysis of complex real-life applications and experiences, this book demonstrates that Concurrent Engineering is used widely in many industries and that the same basic engineering principles can also be applied to new, emerging fields like sustainable mobility. Designed to serve as a valuable reference to industry experts, managers, students, researchers, and software developers, this book is intended to serve as both an introduction to development and as an analysis of the novel approaches and techniques of CE, as well as being a compact reference for more experienced readers. **Public Relations in Britain A History of Professional Practice in the Twentieth Century** Routledge In this book the author asks a big question: how did public relations develop in Britain and why? The question is answered through a broad ranging narrative which links the evolution of British public relations in the early twentieth century to key political, economic, social, and technological developments. Drawing on oral history interviews and extensive archival research the book highlights some of the sociological issues relevant to a study of public relations and foregrounds the professionalisation of the occupation in the second part of the twentieth century. **Strategic Planning for Public Relations** Routledge First published in 2004. Routledge is an imprint of Taylor & Francis, an informa company. **Nation Branding, Public Relations and Soft Power Corporatising Poland** Routledge Nation Branding, Public Relations and Soft Power: Corporatizing Poland provides an empirically grounded analysis of changes in the way in which various actors seek to manage Poland's national image in world opinion. It explores how and why changes in political economy have shaped these actors and their use of soft power in a way that is influenced by public relations, corporate communication, and marketing practices. By examining the discourse and practices of professional nation branders who have re-shaped the relationship between collective identities and national image management, it plots changes in the way in which Poland's national image is communicated, and culturally reshaped, creating tensions between national identity and democracy. The book demonstrates that nation branding is a consequence of the corporatization of political governance, soft power and national identity, while revealing how the Poland "brand" is shaping public and foreign affairs. Challenging and original, this book will be of interest to scholars in public relations, corporate communications, political marketing and international relations. **Global Survey on Internet Privacy and Freedom of Expression** UNESCO "This publication seeks to identify the relationship between freedom of expression and Internet privacy, assessing where they support or compete with each other in different circumstances. The book maps out the issues in the current regulatory landscape of Internet privacy from the viewpoint of freedom of expression. It provides an overview of legal protection, self-regulatory guidelines, normative challenges, and case studies relating to the topic. With this publication UNESCO aims to provide its Member States and other stakeholders, national and international, with a useful reference tool containing up-to-date and sharp information on emerging issues relevant to both developed and developing countries. Multiple stakeholders, preferably in dialogue, can use it in their own spheres of operation, adapting where appropriate from the range of experiences as recorded in these pages. The publication also supplies additional sources of reference for interested readers to use to further investigate each of the subjects highlighted. The publication

explores a range of issues, such as: (1) threats to privacy that have developed through the Internet, (2) international legal standards on privacy and responses to these emerging issues, (3) complex intersections between the rights to privacy and freedom of expression, (4) UNESCO recommendations to states and corporations for better practice, (5) overview of literature, background material and tools on international and national policy and practice on privacy and freedom of expression on the Internet. In the coming years, UNESCO will specifically seek to disseminate information about good practices and international collaboration concerning the points of intersection between freedom of expression and privacy. Research on safeguarding the principle of freedom of expression in Internet policy across a range of issues will continue to be part of UNESCO's normative mandate and technical advice to stakeholders."--Publisher's description **Innovative Mobile Learning: Techniques and Technologies Techniques and Technologies** IGI Global "This book includes the challenges and practical experience of the design of M-Learning environments, covering current developments in M-learning experiences in both academia and industry"--Provided by publisher. **Kommunikation Eine interdisziplinäre Einführung** Kohlhammer Verlag Dieses Buch mit Beiträgen von Psychologen, Medien- und Wirtschaftswissenschaftlern bietet im ersten Teil einen ausführlichen Überblick über die theoretischen Grundlagen der verbalen und nonverbalen Kommunikation zwischen Personen und Gruppen, in Face-to-Face-Interaktionen und in unterschiedlichen Medien. Der zweite Teil ist anwendungsorientiert und behandelt Kommunikation detailliert in verschiedenen Praxisfeldern: im gesellschaftlichen Kontext, in der Nutzung und Wirkung neuer Medien, in der Wirtschaftspraxis und in der psychosozialen Beratungspraxis. **State Aid for Newspapers Theories, Cases, Actions** Springer Science & Business Media Ever since newspaper companies first turned to their governments for support in the 1950s, print media has been supported by state aid in many parts of the world. Today, the principles and practicalities of these subsidies have been called into question, endangering the secure funding of expensive high-quality press output. This book provides a comprehensive analysis of today's global challenges in the print news media's struggle for survival. It presents current practices concerning government subsidies to newspapers for political, economic, and socio-cultural purposes against the background of declining readership and revenues, increased inter-media competition, austerity budgets imposed on national economies and shifting audience tastes. Using the insights of theoretical debates in the fields of media economics, media governance, and modern management theory, the book analyses these issues by investigating the power of government subsidies to shape and control newspaper markets. It brings together experts in these fields to combine theory with industry practices, aiming to help all parties involved to understand the complexity of issues and requirements necessary to preserve the social benefits of print media. **Communication of Innovations A Journey With Ev Rogers** SAGE Publications India This collection of 10 original essays honors the intellectual legacy of Prof Everett M Rogers (1931-2004), a pioneering and distinguished teacher— scholar of diffusion of innovations, communication networks, and social change. Well-known colleagues and contemporaries write on topics that not only piqued Rogers' curiosity, but to which he made seminal and lasting contributions. The concluding chapter documents Rogers' life journey from his modest farm boy beginnings in Iowa, through his distinguished academic career, to his final return to the farm. **YouTube Online Video and Participatory Culture** John Wiley & Sons **Social Media Metrics How to Measure and Optimize Your Marketing Investment** John Wiley & Sons The only guide devoted exclusively to social media metrics Whether you are selling online, through a direct sales force, or via distribution channels, what customers are saying about you online is now more important than your advertising. Social media is no longer a curiosity on the horizon but a significant part of your marketing mix. While other books explain why social media is critical and how to go about participating, Social Media Metrics focuses on measuring the success of your social media marketing efforts. Success metrics in business are based on business goals where fame does not always equate to fortune. Read this book to determine: Why striving for more Twitter followers or Facebook friends than the competition is a failing strategy How to leverage the time and effort you invest in social media How to convince those who are afraid of new things that social media is a valuable business tool and not just a toy for the overly-wired Knowing what works and what doesn't is terrific, but only in a constant and unchanging world. Social Media Metrics is loaded with specific examples of specific metrics you can use to guide your social media marketing efforts as new means of communication. **The Social Media Marketing Book** "O'Reilly Media, Inc." Are you looking to take advantage of social media for your business or organization? With easy-to-understand introductions to blogging, forums, opinion and review sites, and social networks such as Twitter, Facebook, and LinkedIn, this book will help you choose the best -- and avoid the worst -- of the social web's unique marketing opportunities. The Social Media Marketing Book guides you through the maze of communities, platforms, and social media tools so you can decide which ones to use, and how to use them most effectively. With an objective approach and clear, straightforward language, Dan Zarrella, aka "The Social Media & Marketing Scientist," shows you how to plan and implement campaigns intelligently, and then measure results and track return on investment. Whether you're a seasoned pro or new to the social web, this book will take you beyond the jargon to social media marketing mastery. Make sense of this complicated environment with the help of screenshots, graphs, and visual explanations Understand the history and culture of each social media type, including features, functionality, and protocols Get clear-cut explanations of the methods you need to trigger viral marketing successes Choose the technologies and marketing tactics most relevant to your campaign goals Learn how to set specific goals for your campaigns and evaluate them according to key performance indicators Praise for The Social Media Marketing Book: "Let Zarrella take you to social-media marketing school. You'll learn more from reading this book than a month of research on the Internet."--Guy Kawasaki, co-founder of Alltop.com "If I could be any other person for a day, it would be Dan Zarella. Either him or Brad Pitt. But Dan's smarter. This book is why I say that."--Chris Brogan, President of New Marketing Labs "This book demonstrates a beginning to the endless possibilities of the Social Web."-- Brian Solis, publisher of leading marketing blog PR 2.0 **An Anatomy of Humor** Routledge Humor permeates every aspect of society and has done so for thousands of years. People experience it daily through television, newspapers, literature, and contact with others. Rarely do social researchers analyze humor or try to determine what makes it such a dominating force in our lives. The types of jokes a person enjoys contribute significantly to the definition of that person as well as to the character of a given society. Arthur Asa Berger explores these and other related topics in An Anatomy of Humor. He shows how humor can range from the simple pun to complex plots in Elizabethan plays.Berger examines a number of topics ethnicity, race, gender, politics each with its own comic dimension. Laughter is beneficial to both our physical and mental health, according to Berger. He discerns a multiplicity of ironies that are intrinsic

to the analysis of humor. He discovers as much complexity and ambiguity in a cartoon, such as Mickey Mouse, as he finds in an important piece of literature, such as Huckleberry Finn. An Anatomy of Humor is an intriguing and enjoyable read for people interested in humor and the impact of popular and mass culture on society. It will also be of interest to professionals in communication and psychologists concerned with the creative process. **Gender in Science and Technology Interdisciplinary Approaches** transcript Verlag What role does gender play in scientific research and the development of technologies? This book provides methodological expertise, research experiences and empirical findings in the dynamic field of Science and Technology Studies. The authors, coming from computer science, social sciences, or cultural studies of science, discuss how to ask questions about gender and give examples for the application in interdisciplinary research, development and teaching. Topics range from the design of information and communication technologies, epistemologies of biology and chemistry to teaching mathematics and professional processes in engineering. Contributions by Anne Balsamo, Wendy Faulkner, Rebecca Jordan-Young, Barbara Orland, Els Rommes, and others. **The Long Tail of Tourism Holiday Niches and their Impact on Mainstream Tourism** Springer Science & Business Media The 'long tail' of holiday offerings implies dramatic shifts in the sector's concentration levels and its competitive dynamics. In order to examine the applicability and validity of this scenario, a number of key holiday niches are examined in terms of their demand development, supplier landscapes, operational challenges and future potential. **Relevant Chemistry Education From Theory to Practice** Springer This book is aimed at chemistry teachers, teacher educators, chemistry education researchers, and all those who are interested in increasing the relevance of chemistry teaching and learning as well as students' perception of it. The book consists of 20 chapters. Each chapter focuses on a certain issue related to the relevance of chemistry education. These chapters are based on a recently suggested model of the relevance of science education, encompassing individual, societal, and vocational relevance, its present and future implications, as well as its intrinsic and extrinsic aspects. "Two highly distinguished chemical educators, Ingo Eilks and AviHofstein, have brought together 40 internationally renowned colleagues from 16 countries to offer an authoritative view of chemistry teaching today. Between them, the authors, in 20 chapters, give an exceptional description of the current state of chemical education and signpost the future in both research and in the classroom. There is special emphasis on the many attempts to enthuse students with an understanding of the central science, chemistry, which will be helped by having an appreciation of the role of the science in today's world. Themes which transcend all education such as collaborative work, communication skills, attitudes, inquiry learning and teaching, and problem solving are covered in detail and used in the context of teaching modern chemistry. The book is divided into four parts which describe the individual, the societal, the vocational and economic, and the non-formal dimensions and the editors bring all the disparate leads into a coherent narrative, that will be highly satisfying to experienced and new researchers and to teachers with the daunting task of teaching such an intellectually demanding subject. Just a brief glance at the index and the references will convince anyone interested in chemical education that this book is well worth studying; it is scholarly and readable and has tackled the most important issues in chemical education today and in the foreseeable future." – Professor David Waddington, Emeritus Professor in Chemistry Education, University of York, United Kingdom **Stereotyping The Politics of Representation** Palgrave Macmillan Stereotyping stands in need of serious re-appraisal. This book provides a critical assessment of the concept and its use in the social sciences, considering its theoretical basis and historical development and linking these closely to the concept of the "Other". As the first sustained book-length treatment of stereotyping in either sociology or media and cultural studies, the text embraces such key topics as nationalism and national identity, gender, racism and imperialism, normality and social order, and the figure of the stranger in the modern city. It is interdisciplinary, moving between sociology, social psychology, cultural history, psychoanalysis, and postcolonial theory, and offers an indispensable examination of the roots of prejudice and bigotry in modern societies. **Influencer Marketing For Dummies** John Wiley & Sons The easy way to get 'in' with influencer marketing Are you a marketing guru looking to stay at the top of your game? Then you need to be in the know on influencer marketing. A hybrid of content marketing and native advertising, influencer marketing is an established trend in marketing that identifies and targets individuals with influence over potential buyers. Although this has usually meant focusing on popular celebrities and Internet personalities, there is a new wave of 'everyday consumers' that can have a large impact. In Influencer Marketing For Dummies, you'll find out how to market to those who rock social media—and, subsequently, grow your brand. Influencer marketing relies on building strong relationships with customers. With the help of this hands-on, friendly guide, you'll discover how to build superior customer service and experience, make strong interactions with customers, and encourage organic and authentic sharing about your brand. Measure the most impact that content has on your overall marketing strategy Find influencers: it's not just a numbers game or a 'who's who' of social media Engage with influencers once you've found them Recognize the best practices of influencer marketing and outreach If you're a marketer, media agency professional, business owner, or anyone else who works hard to bring brands, products, and services to the largest audience possible, Influencer Marketing For Dummies is the go-to guide you don't want to be without. **Green Advertising and the Reluctant Consumer** Routledge This edited collection presents cutting edge research into the topic of green messages and subsequent consumer responses. The research studies draw on a rich tradition of communication, psychological and sociological theories that examine consumer responses in a nuanced way. At the same time, the studies present important implications for advertising practitioners and academics alike. Written by communications scholars from North America, Europe and Asia, the studies encompass a range of research techniques including experiments, surveys, content analyses and depth interviews. The book provides important insights into current practice as well as directions for future research. This book was originally published as a special issue of the Journal of Advertising. **The Social Media Industries** Routledge This volume examines how social media is evolving as an industry—it is an extension of traditional media industries, yet it is distinctly different in its nature and ability to build relationships among users. Examining social media in both descriptive and analytical ways, the chapters included herein present an overview of the social media industries, considering the history, development, and theoretical orientations used to understand social media. Covered are: Business models found among the social media industries and social media as a form of marketing. Social media as a form of entertainment content, both in terms of digital content, and as a tool in the production of news. Discussions of ethics and privacy as applied to the area of social media. An examination of audience uses of social media considering differences among Latinos, African-Americans, and people over the age of 35.

Overall, the volume provides a timely and innovative look at the business aspects of social media, and it has much to offer scholars, researchers, and students in media and communication, as well as media practitioners. **Spaces of Experience Art Gallery Interiors from 1800 to 2000** This fascinating study of art gallery interiors examines the changing ideals and practices of galleries in Europe and North America from the 18th to the late 20th century. It offers a detailed account of the different displays that have been created—the colors of the background walls, lighting, furnishings, the height and density of the art works on show—and it traces the different scientific, political and commercial influences that lay behind their development. Charlotte Klonk shows that scientists like Hermann von Helmholtz and Wilhelm Wundt advanced theories of perception that played a significant role in justifying new modes of exhibiting. Equally important for the changing modes of exhibition in art galleries was what Michael Baxandall has called "the period eye," a way of seeing informed by the impact of new fashions in interior decoration and by department store and shop window displays. The history of museum interiors, she argues, should be appreciated as a revealing chapter in the broader history of experience. **Contested Solidarity Practices of Refugee Support between Humanitarian Help and Political Activism** transcript Verlag In the summer of 2015, an extraordinary number of German residents felt an urge to provide help to refugees. Doing good, however, is not as simple and straightforward as it might appear. Practices of solidarity are intertwined with questions of power. They are situated, relative and contested, unfolding in an ambivalent space between humanitarianism and political activism. This ethnographic account of the German »welcome culture« provides insights into the contested practices, imaginaries, interests and politics of refugee solidarity. Drawing on works from critical migration studies to social anthropology, Larissa Fleischmann develops an empirically grounded understanding of solidarity in migration societies.