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Majestic monuments and memorials. Renowned museums. Top-notch restaurants and hotels. A truly world-class town. • A personal, practical perspective for travelers and residents alike • Comprehensive listings of attractions, restaurants, and accommodations • How to live & thrive in the area—from recreation to relocation • Countless details on shopping, arts & entertainment, and children's activities

This year, millions of casual computer users will buy new Windows 8 mobile devices, notebooks, and desktop PCs. They'll want to know how to find their way around, get comfortable, and get the job done - without jargon, complexity, or hassle. There's a book for them: Michael Miller's Absolute Beginner's Guide to Computer Basics, Windows 8 Edition. It's the one book that covers everything today's beginners and near-beginners need to know: not

just about Windows, but also about software, hardware, and the Internet. Through 100+ books, author Michael Miller has established an unparalleled track record in explaining complicated concepts simply and clearly, and empowering beginners. Now, he's thoroughly updated his best-selling Absolute Beginner's Guide to Computer Basics to cover today's user experience - with Windows 8, Internet Explorer 8, and today's hottest online tools, from craigslist and Facebook to Twitter, Wikipedia, and Google Docs. The latest edition of Absolute Beginner's Guide to Computer Basics is updated with coverage of Windows 8, which introduces the totally new Metro user interface. Given Metro's genesis as a mobile interface, and Microsoft's push towards a new breed of touch-screen computing devices, this new edition will include more hardware coverage than previous editions. In addition, this book will cover Windows 8's new Metro interface in depth, as well as feature increased coverage of social networking and cloud comput-

ing applications.

This powerhouse best-selling text remains the most comprehensive, up-to-date guide to the music industry. The breadth of coverage that Music Business Handbook and Career Guide, Eleventh Edition offers surpasses any other resource available. Readers new to the music business and seasoned professionals alike will find David Baskerville and Tim Baskerville's handbook an indispensable resource, regardless of their specialty within the music field. This text is ideal for introductory courses such as Introduction to the Music Business, Music and Media, and Music Business Foundations as well as more specialized courses such as the record industry, music careers, artist management, and more. The fully updated Eleventh Edition includes coverage of key topics such as copyright, licensing, songwriting, concert venues, and the entrepreneurial musician. Uniquely, it provides career-planning insights on dozens of job categories in the diverse music industry.

Record Label Marketing offers a comprehensive look at the inner workings of record labels, showing how the record labels connect commercial music with consumers. In the current climate of selling music through both traditional channels and new media, authors Tom Hutchison, Paul Allen and Amy Macy carefully explain the components of the contemporary record label's marketing plan and how it is executed. This new edition is clearly illustrated throughout with figures, tables, graphs, and glossaries, and includes a valuable overview of the music industry. Record Label Marketing has become essential reading for current and aspiring professionals, and for music business students everywhere. The book also has a companion website located at www.recordlabelmarketing.com. Record Label Marketing. * Gives

you an exclusive and complete look at SoundScan and how it is used as a marketing tool * Presents essential information on uses of new media, label publicity, advertising, retail distribution, and marketing research by record labels * Offers insight into how successful labels use videos, promotional touring, and special products to build revenue * Includes important specialized marketing strategies using the tools of grassroots promotion and international opportunities * Reveals how labels are managing within their transitional digital industry * Looks to the future of the music business - how online developments, technological diffusion, and convergence and new markets continue to reshape the industry

The Media Handbook provides a practical introduction to the advertising media planning and buying processes. Emphasizing basic calculations and the practical realities of offering alternatives and evaluating the plan, this sixth edition reflects the critical changes in how advertising in various media is planned, bought, and sold by today's industry professionals. Author Helen Katz looks at the larger marketing, advertising, and media objectives, and follows with an exploration of major media categories, covering paid, owned, and earned media forms, including digital media. She provides a comprehensive analysis of planning and buying, with a continued focus on how those tactical elements tie back to the strategic aims of the brand and the client. Also available is a Companion Website that expands The Media Handbook's content in an online forum. Here, students and instructors can find tools to enhance course studies such as chapter overviews, PowerPoint slides, and sample questions. With its emphasis on real-world industry practice, The Media Handbook provides an es-

quential introduction to students in advertising, media planning, communication, and marketing. It serves as an indispensable reference for anyone pursuing a career in media planning, buying, and research.

Keith's Radio Station offers a concise and insightful guide to all aspects of radio operations, explaining the functions performed within every professionally managed station. Now in its ninth edition, this book continues its long tradition of guiding readers to a solid understanding of who does what, when, and why. This new edition explains what "radio" in America has been, where it is today, and where it is going. Covering the basics of how programming is produced, financed and delivered across a spectrum of technologies, including the newest technological trends such as streaming and podcasting, satellite, and HD Radio, John Allen Hendricks and Bruce Mims argue that the future of radio remains bright and strong as it continues to evolve with emerging technologies. New to this edition: New and updated essays from industry leaders discussing how radio is evolving in an era of rapidly changing technology A thorough examination of Internet radio, online music services, and mobile listening devices An analysis of how new technologies have fragmented the advertising dollar A discussion of station website content and promotional usage of social media A revised examination of technologically advanced strategies used in traffic and billing departments Updated, full-color photos and illustrations. The new companion website features content for both students and instructors, including an instructors' manual, lecture slides, test questions, audio examples of key concepts, quizzes for students, and links to further resources. This guide provides industry background and career advice in a

three-part arrangement. The first, on television, covers organizational structures within the networks and stations, programming, syndication, new technology, and the structures of cable television. The second part, on radio, focuses programming formats, advertising formats, advertising

Accompanying CD-ROM illustrates techniques and concepts in each chapter with audio and visual samples of actual broadcasts.

How much money are you (yes YOU!) missing that you don't even realize? You could continue to miss out on your money unless you search exactly the way it's listed. Even your heirs may never find it. It could be money from a savings account from childhood, an uncashed check, utility deposits, a refund or rebate, stocks, safe deposit box contents, or an inheritance. With \$33 billion being held by the states plus the additional money sites Mary Pitman has identified, it's worth a look. Mary's search tips can help locate listings that would otherwise never be found. Avoid paying finder's fees. Learn how to prevent your money from going to the state, Cash in! It's all in this comprehensive resource that was named to Kirkus Reviews "Best of 2011" list. The 2nd edition is now available! More search tips, more places to search and more information for consumers.

A practical consumer handbook integrates shopping suggestions, set-up guidelines, and handy user tips as it describes and rates dozens of digital electronic products, including cell phones, digital cameras, televisions, computers, DVD players, home theater products, video games, computer accessories, and more. Original.

The electronic age is bringing sweeping changes to entertainment and media of all kinds, including publishing, broadcasting

and film. Multimedia, the Internet and other digital media outlets for entertainment and information are being refined at a rapid rate. Media giants are merging and making big acquisitions. This book covers these exciting developments and provides profiles on hundreds of leading firms in film, radio, television, cable, new media, and publishing of all types including books, magazines and newspapers. It contains thousands of contacts for business and industry leaders, industry associations, Internet sites and other resources. You'll get in-depth profiles of nearly 400 of the world's top Entertainment & Media firms: our own unique list of companies that are the leaders in this field. Here you'll find complete profiles of the hot companies that are making news today, the largest, most successful corporations in all facets of the Entertainment and Media Business, from broadcasters to film production companies, casino operators to theme park companies, publishers of books and magazines to video game designers, and much more. Our corporate profiles include executive contacts, growth plans, financial records, address, phone, fax and much more. This innovative book offers unique information, all indexed and cross-indexed more for each firm! Our industry analysis section provides an exceptional discussion of business and market trends. The book includes statistical tables covering revenues for several industry sectors. Purchasers of either the book or PDF version can receive a free copy of the company profiles database on CD-ROM, enabling key word search and export of key data.

The Musician's Business and Legal Guide provides vital information to help demystify the music business and the complex body of law that shapes it. This book answers such questions as how to protect name and copyright; what is and is not legal about sam-

pling; what are the legal issues surrounding digital downloads and streaming; what are the jobs of managers, talent agents and publishers; what are common contractual relationship between independent and major labels. The new edition includes chapters not covered in depth by other books: social media law, TV talent shows, YouTube, and international copyright. As in previous editions, the book features clause-by-clause contract analyses for 360 record deals, music publishing, management, and producer agreements.

Researchers estimate that by 2008 e-mail marketing revenues will surpass 1.8 billion dollars annually. This book helps you to learn hints, strategies, and secrets on how to implement effective e-mail marketing campaigns and ultimately earn enormous profits.

Wedding Party Prep is an invaluable resource for all engaged or soon-to-be engaged couples and newlyweds. Written in the Catholic tradition, this book includes information on: Pre-Cana Choosing the rings Soul Preparation Dating while engaged Rite of Marriage Liturgical Hymns Order of Procession Venue, Reception, Music Cake, Flowers, Greenery Attire Catholic Devotions Planning for the Future Stewardship Banking Insurance Home Ownership Retirement Wedding Anniversary Prayer The Wedding Feast at Cana was a time of great rejoicing and devout faith, just as it will be you as you prepare for Marriage. Pope Francis in *Amoris Laetitia*, says ◆The good wine, resulting from the Lord◆s miracle that brought joy to the beginning of a new family, is the new wine of Christ◆s covenant with the men and women of every age [current day].◆ This is a book that couples will cherish and refer to

for their lifetime.

The Broadcast Announcing Worktext provides you with the skills, techniques, and procedures necessary to enter this highly competitive field of broadcast performance. In addition to the principles of good performance, this book addresses the importance of audience and how to communicate effectively to various groups. Television and radio studio environments, announcer specializations and responsibilities, and developing a broadcast delivery style are just a few of the many topics covered. Factual information is presented in brief, easy-to-digest modules and is enhanced with self-study questions and projects. The self-study provides an immediate check on what you learn, and the projects allow for a practical hands-on application of key concepts in the material. The worktext format, with many real-life examples, combines both traditional teaching and practical experience. A companion CD illustrates techniques and concepts in each chapter with audio and visual examples. This third edition will give you knowledge of other non-traditional forms of announcing, such as online radio announcing, podcast announcing, and other forms of online announcing, such as online shows, clips, and news.

We all have our favourite radio stations—the ones we listen to each morning on the way to work or school, at night as we relax or get ready to go out. But when we travel too far from the signal, we wind up with static, and find ourselves scanning through countless stations to find something—anything—to listen to. With satellite radio, however, our favourite stations are available to us from one end of the country to the other, playing the music or talk shows we like 24 hours a day, 7 days a week . . . all virtually uninterrupted by commercials. The Pocket Idiot's Guide to Satel-

lite Radioprovides an essential introduction to the world of satellite radio. Whether you're considering making the purchase and are confused by the options and equipment available or are already a user looking for installation guidance and tips and tricks for getting the most out of your purchase, this book is designed to help you navigate through the sometimes-complicated world of satellite radio.

This is the cornerstone text on the inside workings of how radio station operations.

How would you like to get a personal letter or phone call from your favorite star? Or to have them send you an autographed item that can help you raise money for a charity? This book shows you exactly how to make those things happen! "The Actor's Detective Guide to Writing Letters to Celebrities," is part memoir, part "how to" guide. It tells the story of how a love for writing letters to famous people benefited the author, both personally and professionally. It's something anyone can do. In this easy to follow book, you'll find examples of letters (and letter writers) that have been successful in getting notable people to respond personally. It also explains the "do's and don'ts" of contacting celebrities, very clearly laying out the steps of how to write to the stars in a way that compels them to get back to you. A grammar school teacher recently read the book, and she said that it was extremely useful to her in getting her 4th grade students excited about writing. (Of course, kids are more enthusiastic about composing letters to LeBron James, J.K. Rowling, Will Smith or Justin Bieber than they are writing ones to Grandma, but it's a good start.) In this age of texting and 140 character tweets, letter writ-

ing has become a lost art. This book hopes to instill that passion back into its readers, and to remind them how powerful a personal letter can actually be in making a connection with someone they admire.

This eighth edition of Joseph Turow's pathbreaking media textbook uses convergence as a lens that puts students at the center of the profound changes in the 21st century media world. It teaches students to think critically about the role of media, and what these changes mean for their lives. The book's media systems approach helps students to look carefully at how media content is created, distributed, and exhibited in the new world that the digital revolution has created. From news media to video games and social networking to mobile platforms, it provides students with the tools they need to understand and critique the media they encounter and consume. The first part examines the media world as a whole, while the second delves deep into key media industries, such as the movie, television, and video game industries. This new edition includes critical expanded coverage of social media, new forms of both audio and audiovisual media and international case studies, as well as updated figures, tables, and pedagogy, including key terms and further activities. *Media Today* is an excellent introduction to the world of media in the digital age, perfect for students seeking a solid grounding in media studies. Extensive pedagogical materials also make this a highly teachable book, well suited to the classroom. The accompanying website has also been updated with new student and instructor resources, including chapter recaps, recommended readings, and instructor's manual.

With this new Guide created for the many job seekers drawn to

the glamorous and exciting world of media and entertainment.

In addition to a new 8 page, full-color insert, this third edition of *NASCAR For Dummies* offers readers information on recent changes in technology such as the "Car of Tomorrow" and updates to the information that has made previous editions of *NASCAR For Dummies* a must-have guide for fans of this exciting sport.

Make the most of your new Windows® 10 notebook or desktop computer—without becoming a technical expert! This book is the fastest way to get comfortable, get productive, get online, get started with social networking, make more connections, and have more fun! Even if you've never used a Windows computer before, this book shows you how to do what you want, one incredibly clear and easy step at a time. Computer basics have never, ever been this simple! Who knew how simple using computers could be? This is today's best beginner's guide to using your computer or tablet with the new Windows 10 operating system...simple, practical instructions for doing everything you really want to do!

A deeply personal call to action for women of color to find power from within and to join together in community, advocating for a new corporate environment where we all belong—and are accepted—on our own terms. Women of color comprise one of the fastest-growing segments in the corporate workforce, yet often we are underrepresented—among the first, few, or only ones in a department or company. For too long, corporate structures, social zeitgeist, and cultural conditioning have left us feeling exhausted and downtrodden, believing that in order to “fit in” and be successful, we must hide or change who we are. As a former senior

partner at a large global services firm, Deepa Purushothaman experienced these feelings of isolation and burnout. She met with hundreds of other women of color across industries and cultural backgrounds, eager to hear about their unique and shared experiences. In doing so, she has come to understand our collective setbacks—and the path forward in achieving our goals. Business must evolve—and women of color have the potential to lead that transformation. We must begin by pushing back against toxic messaging—including the things we tell ourselves—while embracing the valuable cultural viewpoints and experiences that give us unique perspectives at work. By fully realizing our own strengths, we can build collective power and use it to confront microaggressions, outdated norms, and workplace misconceptions; create cultures where belonging is never conditional; and rework corporations to be genuinely inclusive to all. *The First, the Few, the Only* is a road map for us to make a profound impact within and outside our organizations while ensuring that our words are heard, our lived experiences are respected, and our contributions are finally valued.

Provides information about careers in the sports industry, including educational requirements, salary, and prospects for each profession.

The Valuation Handbook - U.S. Guide to Cost of Capital, 2010 Essentials Edition includes two sets of valuation data: Data previously published in the 2010 Duff & Phelps Risk Premium Report Data previously published in the Morningstar/Ibbotson 2010 Stocks, Bonds, Bills, and Inflation (SBBI) Valuation Yearbook The Valuation Handbook - 2010 U.S. Essentials Edition includes data

through December 31, 2009, and is intended to be used for 2010 valuation dates. The Valuation Handbook - U.S. Guide to Cost of Capital, Essentials Editions are designed to function as historical archives of the two sets of valuation data previously published annually in: The Morningstar/Ibbotson Stocks, Bonds, Bills, and Inflation (SBBI) Valuation Yearbook from 1999 through 2013 The Duff & Phelps Risk Premium Report from 1999 through 2013 The Duff & Phelps Valuation Handbook - U.S. Guide to Cost of Capital from 2014 The Valuation Handbook - U.S. Essentials Editions are ideal for valuation analysts needing "historical" valuation data for use in: The preparation of carve-out historical financial statements, in cases where historical goodwill impairment testing is necessary Valuing legal entities as of vintage date for tax litigation related to a prior corporate restructuring Tax litigation related to historical transfer pricing policies, etc. The Valuation Handbook - U.S. Essentials Editions are also designed to serve the needs of: Corporate finance officers for pricing or evaluating mergers and acquisitions, raising private or public equity, property taxation, and stakeholder disputes Corporate officers for the evaluation of investments for capital budgeting decisions Investment bankers for pricing public offerings, mergers and acquisitions, and private equity financing CPAs who deal with either valuation for financial reporting or client valuations issues Judges and attorneys who deal with valuation issues in mergers and acquisitions, shareholder and partner disputes, damage cases, solvency cases, bankruptcy reorganizations, property taxes, rate setting, transfer pricing, and financial reporting For more information about Duff & Phelps valuation data resources published by Wiley, please visit www.wiley.com/go/valuationhandbooks.

This book examines numerous skills of monetization on intellectual property rights for various industries, such as media and communication, display, transgenic technology, smart vehicle, virtual reality, on-line payment, robot and industry 4.0. These analyses are complimented by in-depth cases studies and demonstrations of how companies can profit from an integrated application of all kinds of intellectual property rights through patent licensing, technology alliance, litigation, merger and acquisition. Asset evaluation and market analysis with strategy planning are elaborated by experts from leading companies. Patent profile analysis to reveal the business strategy, research and product development, and future directions for industry partnerships are demonstrated. This book is essential reading for anyone involved or interested in intellectual property law, and will also appeal to those in the business world connected with managing intellectual property and confronting competition.

Instrumental in turning musicians into moneymakers. The Complete Idiot's Guide® to the Music Business is written for every musician who needs to learn the business of music, as well as for all businesspeople entering the music industry. Author Michael Miller covers all the key business topics and reveals the wealth of job opportunities in the music industry from a business perspective. ?Covers finding an agent, negotiating contracts, publishing songs, collecting royalties, and promotion strategies ?Also covers such nonmusician industry careers as artist management, concert promotion, music production, and radio ?Features essential information on the new frontiers of electronic and online music

From media history to today's rapid-fire changes, MEDIA/IMPACT: AN INTRODUCTION TO MASS MEDIA, 12th Edition takes you on a

tour of the events, people, money, and technologies that have shaped the mass media industries. Known for its engaging writing style, currency, and visual appeal, the book thoroughly explores how today's mass media are converging as well as provides comprehensive coverage of the legal, ethical, social, and global issues facing the mass media industries every day. The twelfth edition focuses on convergence--how the mass media industries are intersecting to deliver content and how audiences are adapting to the new mass media marketplace. It also gives readers an insider's look at what it's like to work in each industry. In addition, it offers new coverage of digital delivery, net neutrality, media industry consolidation, social media, mobile media, and more. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

The Mediated World is written for students to engage in how we communicate with one another, how we understand our world, and how media shapes us. Using stories of our media and culture, this book offers historical context, integrates new media advances into each chapter, and takes an interdisciplinary approach to the study of communication.

New communication technologies are being introduced at an astonishing rate. Making sense of these technologies is increasingly difficult. Communication Technology Update and Fundamentals is the single best source for the latest developments, trends, and issues in communication technology. Featuring the fundamental framework along with the history and background of communication technologies, Communication Technology Update and Fundamentals

mentals, 12th edition helps you stay ahead of these ever-changing and emerging technologies. As always, every chapter has been completely updated to reflect the latest developments and market statistics, and now covers digital signage, cinema technologies, social networking, and telepresence, in addition to the dozens of technologies explored in the previous edition. The book also features industry structure and regulation, history, and theory along with full coverage of the latest technologies! The book's companion website (<http://commtechupdate.com>) offers updated information submitted by chapter authors and offers links to other Internet resources.

This new 10th edition of John Figliozzi's popular Worldwide Listening Guide explains radio listening in all of today's formats - "live," on-demand, WiFi, podcast, terrestrial, satellite, internet, digital and, of course, analog AM, FM and SW. The introductory section explains all the newest delivery methods for radio, and the devices used to access broadcasts from around the world at any time of day or night. Listening to programs from distant lands is no longer a late-night activity dependant upon shortwave propagation conditions. There is a whole other world of radio out there for your listening enjoyment. Thousands of radio stations worldwide use the Internet to stream their broadcasts. Traditional radio is being augmented by computers, laptops, tablets, smartphones, satellites, WiFi receivers and multiplexed digital transmission methods, greatly enhancing the listening experience. Use The Worldwide Listening Guide to join in the excitement of listening to worldwide radio, listening to news, information, music and entertainment from around the world broadcast in English. The Guide is organized to make it easy and convenient to find radio pro-

grams of interest to you. All program listings are provided two ways: First, programs are listed by UTC time, station, days of broadcast, the type of program, and their frequencies and web addresses. Second, special Classified Listings are provided to help listeners find programs of specific interest. The 37 classified program listings make it easy to find programs by topic or subject area.

Insight Guides: all you need to inspire every step of your journey. From deciding when to go, to choosing what to see when you arrive, this is all you need to plan your trip and experience the best of the USA on the Road, with in-depth insider information on must-see, top attractions like the Grand Canyon and New York City, and hidden cultural gems like Savannah and the Olympic Peninsula. · Insight Guides USA on the Road is ideal for travellers seeking immersive cultural experiences, from exploring San Francisco, to discovering Niagara Falls · In-depth on history and culture: enjoy special features on New Orleans and Baltimore, all written by local experts · Invaluable maps, travel tips and practical information ensure effortless planning and encourage venturing off the beaten track · Inspirational colour photography throughout - Insight Guides is a pioneer of full-colour guide books · Inventive design makes for an engaging, easy reading experience About Insight Guides: Insight Guides is a pioneer of full-colour guide books, with almost 50 years' experience of publishing high-quality, visual travel guides with user-friendly, modern design. We produce around 400 full-colour print guide books and maps, as well as phrase books, picture-packed eBooks and apps to meet different travellers' needs. Insight Guides' unique combination of beautiful travel photography and focus on history and

culture create a unique visual reference and planning tool to inspire your next adventure.

Managing Your Band is the go-to guide for artist management in the new music industry, providing tools for success to students and musicians, including independent artists taking the DIY route. This seventh edition includes updated information on the 21st-century DIY manager, live ecosystems, social media, and impacts of COVID-19 on the industry.

The average American listens to the radio three hours a day. In light of recent technological developments such as internet radio, some argue that the medium is facing a crisis, while others claim we are at the dawn of a new radio revolution. The *Concise Encyclopedia of American Radio* is an essential single-volume reference guide to this vital and evolving medium. It brings together the best and most important entries from the three-volume *Museum of Broadcast Communications Encyclopedia of Radio*, edited by Christopher Sterling. Comprised of more than 300 entries spanning the invention of radio to the Internet, *The Concise Encyclopedia of American Radio* addresses personalities, music genres, regulations, technology, programming and stations, the "golden age"

of radio and other topics relating to radio broadcasting throughout its history. The entries are updated throughout and the volume includes nine new entries on topics ranging from podcasting to the decline of radio. The *Concise Encyclopedia of American Radio* include suggestions for further reading as complements to most of the articles, biographical details for all person-entries, production credits for programs, and a comprehensive index.

The field of satellite communications represents the world's largest space industry. Those who are interested in space need to understand the fundamentals of satellite communications, its technology, operation, business, economic, and regulatory aspects. This book explains all this along with key insights into the field's future growth trends and current strategic challenges. *Fundamentals of Satellite Communications* is a concise book that gives all of the key facts and figures as well as a strategic view of where this dynamic industry is going. Author Joseph N. Pelton, PhD, former Dean of the International Space University and former Director of Strategic Policy at Intelstat, presents a readable book about the entire essence of the satellite communication field.