Business In Context By David Needle 4th Edition

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David in the Fourth Gospel - Margaret Daly-Denton 2000
This volume deals with the reception of the psalms in the New Testament, taking as an example the Fourth Gospel, a work profoundly shaped by early Christian liturgy. It explores the contemporary Jewish attribution of the Psalms to David, an idealized figure envisaged as Temple founder and man of prayer. It then shows how this image of David has affected the way the Fourth Evangelist draws on the psalms through quotation, allusion and echo. It frequently demonstrates that the Fourth Gospel attests to Jewish psalm interpretations found in rabbinic

sources. Challenging the prevailing view that the Fourth Evangelist intentionally dissociates Jesus from David, this book argues that David as psalmist plays a highly significant role in the Johannine portrayal of Jesus.
Accounting in a Business Context - Aidan Berry 1997
Accounting in a Business Context covers all the key areas of financial and management accounting, but is written specifically for non-accounting students. It focuses on how managers will actually use information, rather than how accountants prepare it. This way it avoids burdening the general business student with unnecessary technical skills or obscuring the core management issues with accounting jargon. This fully updated and revised edition takes account of all the latest ASB developments, and includes new material on ratio analysis and activity based costing.
Range - David Epstein 2021-04-27
The #1 New York Times bestseller that has all America talking—with a new afterword on expanding your range—as seen on CNN's Fareed Zakaria GPS, Morning Joe, CBS This Morning, and more. "The most important business—and parenting—book of the year." —Forbes "Urgent and important. . . an essential read for bosses, parents, coaches, and anyone who cares about improving performance." —Daniel H. Pink Shortlisted for the Financial Times/McKinsey Business Book of the Year Award Plenty of experts argue that anyone who wants to develop a skill, play an instrument, or lead their field should start early, focus intensely, and rack up as many hours of deliberate practice as possible. If you dabble or delay, you'll never catch up to the people who got a head start. But a closer look at research on the world's top performers, from professional athletes to Nobel laureates, shows that early specialization is the exception, not the rule. David Epstein examined the world's most successful athletes, artists, musicians, inventors, forecasters and scientists. He

discovered that in most fields—especially those that are complex and unpredictable—generalists, not specialists, are primed to excel. Generalists often find their path late, and they juggle many interests rather than focusing on one. They're also more creative, more agile, and able to make connections their more specialized peers can't see. Provocative, rigorous, and engrossing, Range makes a compelling case for actively cultivating inefficiency. Failing a test is the best way to learn. Frequent quitters end up with the most fulfilling careers. The most impactful inventors cross domains rather than deepening their knowledge in a single area. As experts silo themselves further while computers master more of the skills once reserved for highly focused humans, people who think broadly and embrace diverse experiences and perspectives will increasingly thrive.

Pain Management and the Opioid Epidemic
- National Academies of Sciences, Engineering, and Medicine 2017-09-28
Drug overdose, driven largely by overdose related to the use of opioids, is now the leading cause of unintentional injury death in the United States. The ongoing opioid crisis lies at the intersection of two public health challenges: reducing the burden of suffering from pain and containing the rising toll of the harms that can arise from the use of opioid medications. Chronic pain and opioid use disorder both represent complex human conditions affecting millions of Americans and causing untold disability and loss of function. In the context of the growing opioid problem, the U.S. Food and Drug Administration (FDA) launched an Opioids Action Plan in early 2016. As part of this plan, the FDA asked the National Academies of Sciences, Engineering, and Medicine to convene a committee to update the state of the science on pain research, care, and education and to identify actions the FDA and others can take to respond to the opioid epidemic, with a particular

focus on informing FDA's development of a formal method for incorporating individual and societal considerations into its risk-benefit framework for opioid approval and monitoring.

First Among Equals - Patrick J. McKenna 2012-12-11

Managing people when you're not their boss is a challenge, particularly in professional service firms where, increasingly, top professionals are being tapped to lead their peers. Now Patrick McKenna and David Maister provide a 'play book' for professionals trying to be both a team member and coach. In industies ranging from banking and insurance to law and engineering, as well as in research labs and software companies, management responsibility is increasingly delegated - ususally without guidance - to those who head up smaller teams of professionals. FIRST AMONG EQUALS speaks directly to those who have gone from focusing on their own performance to being a group manager in charge of leading others. From understanding the group leader role to setting terms of reference and effectively dealing with talented prima donnas, McKenna and Maister present a thorough introduction to managing and orchestrating talent.

Global Business Driven HR Transformation: The Journey Continues (Print Edition) - Deloitte & Touche

Entrepreneurship - Bruce R. Barringer 2012-02-27

This is the eBook of the printed book and may not include any media, website access codes, or print supplements that may come packaged with the bound book. Entrepreneurship: Launching New Ventures introduces readers to the process of entrepreneurial success and shows them how to be effective every step of the way.

Whitaker's Book List - 1991

Big Data, Analytics, and the Future of Marketing & Sales - McKinsey Chief McKinsey Chief

Marketing & Sales Officer Forum 2014-08-16 Big Data is the biggest game-changing opportunity for marketing and sales since the Internet went mainstream almost 20 years ago. The data big bang has unleashed torrents of terabytes about everything from customer behaviors to weather patterns to demographic consumer shifts in emerging markets. This collection of articles, videos, interviews, and slideshares highlights the most important lessons for companies looking to turn data into above-market growth: Using analytics to identify valuable business opportunities from the data to drive decisions and improve marketing return on investment (MROI) Turning those insights into well-designed products and offers that delight customers Delivering those products and offers effectively to the marketplace.The goldmine of data represents a pivot-point moment for marketing and sales leaders. Companies that inject big data and analytics into their operations show productivity rates and profitability that are 5 percent to 6 percent higher than those of their peers. That's an advantage no company can afford to ignore.
First Family - David Baldacci 2009-04-21 In this #1 New York Times bestseller, a child is kidnapped at a presidential retreat and two former Secret Service agents must become private investigators in a desperate search that might destroy them both. A daring kidnapping turns a children's birthday party at Camp David, the presidential retreat, into a national security nightmare. Former Secret Service agents turned private investigators Sean King and Michelle Maxwell don't want to get involved. But years ago Sean saved the First Lady's husband, then a senator, from political disaster. Now the president's wife presses Sean and Michelle into a desperate search to rescue a kidnapped child. With Michelle still battling her own demons, the two are pushed to the limit, with forces aligned on all sides against them-and the line between friend and foe impossible to define...or defend.

M-Commerce - Norman Sadeh 2003-01-03 The first complete introduction to the technology and business issues surrounding m-commerce With the number of mobile phone users fast approaching the one billion mark, it is clear that mobile e-commerce (a.k.a. "m-commerce") is the next business frontier. Authored by a recognized international authority in the field, this book describes the brave new world of m-commerce for technical and business managers alike. Readers learn about the driving forces behind m-commerce, the impact of WAP, 3G, mobile payment, and emerging location-sensitive and context-aware technologies. A comprehensive look at emerging m-commerce services and business models, as well as the changing role of mobile network operators, content providers, and other key players. The author concludes with informed predictions about the future of m-commerce.

Project Planning and Management: An Aspect of Development - Akampurira Abraham 2014-02-01 A project comprises a series of activities (investments) that aim to solve problems within a given time frame with a clear set of objectives for man's benefits. It is an undertaking that involves the commitment of scarce resources in the expectation of future benefits. Before achieving the objectives, a project goes through several stages of a project cycle. In this study, the author discusses and analyses concepts of project planning and management. On the one hand, he refers to the project in general, and on the other hand, he represents the different stages of project planning and project management.

Seeking SRE - David N. Blank-Edelman 2018-08-21 Organizations big and small have started to realize just how crucial system and application reliability is to their business. They've also learned just how difficult it is to maintain that reliability while iterating at the speed demanded by the marketplace. Site Reliability Engineering

(SRE) is a proven approach to this challenge. SRE is a large and rich topic to discuss. Google led the way with Site Reliability Engineering, the wildly successful O'Reilly book that described Google's creation of the discipline and the implementation that's allowed them to operate at a planetary scale. Inspired by that earlier work, this book explores a very different part of the SRE space. The more than two dozen chapters in Seeking SRE bring you into some of the important conversations going on in the SRE world right now. Listen as engineers and other leaders in the field discuss: Different ways of implementing SRE and SRE principles in a wide variety of settings How SRE relates to other approaches such as DevOps Specialties on the cutting edge that will soon be commonplace in SRE Best practices and technologies that make practicing SRE easier The important but rarely explored human side of SRE David N. Blank-Edelman is the book's curator and editor. *Organisations and the Business Environment -*

Tom Craig 2012-05-23 This new edition of Organisations and the Business Environment provides a completely revised, extended and updated edition of the original successful text. It provides contemporary and comprehensive coverage of the subject matter which is highly relevant to business and management students at undergraduate, postgraduate and professional levels. The text is written in a clear and concise style, illustrated with topical examples and data. Organisations and the Business Environment (second edition) comprises four sections: * Business Organisations ¡V discusses the evolution of organisational and managerial theories and concepts with particular emphasis on their relevance in the 21st century. The different types of organisations and their missions, visions, goals and objectives are examined. * The External Business Macro-Environment ¡V describes and considers the political, economic, socio-cultural, technological,

ecological and legal influences on organisations, utilizing the PESTEL framework of analysis. This section includes a review of the internationalization of businesses and examines the role of GATT and the WTO, single markets and trading blocs. * The External Business Micro-Environment ¡V provides a review of the market system and the nature of supply and demand. Market structures are examined in the light of monopolistic regimes and working for competitive advantage. The impact of government intervention is explored via regulatory bodies, privatization, and nationalization programmes. * Business Management ¡V explores the major aspects of contemporary business organisations, including corporate governance and business ethics. In particular, this section tackles the areas of structure, culture, change, quality management and the principal functions of organisations. This textbook is a user-friendly resource with end of chapter questions, activities and assignments to consolidate learning. Its strong emphasis on topical examples enables students to understand how theory is applied in business contexts, including, GlaxoSmithKline, BT, Scottish and Newcastle, Hanson plc and a number of not-for-profit organisations. There is additional Tutor Resource material, including presentation slides, data charts, chapter summaries, questions and answers. "An excellent book...good use of learning objectives, questions and potential assignments." Paul Blakely, Lecturer, University College of Warrington.

IBM Business Process Manager Version 8.0 Production Topologies - Dawn Ahukanna 2013-07-22
This IBM® Redbooks® publication describes how to build production topologies for IBM Business Process Manager V8.0. This book is an update of the existing book IBM Business Process Manager V7.5 Production Topologies, SG24-7976. It is intended for IT Architects and IT Specialists who want to understand and

implement these topologies. Use this book to select the appropriate production topologies for an environment, then follow the step-by-step instructions to build those topologies. Part 1 introduces IBM Business Process Manager and provides an overview of basic topology components, and Process Server and Process Center. This part also provides an overview of the production topologies described in this book, including a selection criteria for when to select a topology. IBM Business Process Manager security and the presentation layer are also addressed in this part. Part 2 provides a series of step-by-step instructions for creating production topology environments by using deployment environment patterns. This process includes topologies that incorporate IBM Business Monitor. This part also describes advanced topology topics. Part 3 covers post installation instructions for implementing production topology environments such as configuring IBM Business Process Manager to use IBM HTTP Server and WebSphere® proxy server.

About Face - Alan Cooper 2014-09-02
The essential interaction design guide, fully revised and updated for the mobile age About Face: The Essentials of Interaction Design, Fourth Edition is the latest update to the book that shaped and evolved the landscape of interaction design. This comprehensive guide takes the worldwide shift to smartphones and tablets into account. New information includes discussions on mobile apps, touch interfaces, screen size considerations, and more. The new full-color interior and unique layout better illustrate modern design concepts. The interaction design profession is blooming with the success of design-intensive companies, priming customers to expect "design" as a critical ingredient of marketplace success. Consumers have little tolerance for websites, apps, and devices that don't live up to their expectations, and the responding shift in business philosophy has become widespread.

About Face is the book that brought interaction design out of the research labs and into the everyday lexicon, and the updated Fourth Edition continues to lead the way with ideas and methods relevant to today's design practitioners and developers. Updated information includes: Contemporary interface, interaction, and product design methods Design for mobile platforms and consumer electronics State-of-the-art interface recommendations and up-to-date examples Updated Goal-Directed Design methodology Designers and developers looking to remain relevant through the current shift in consumer technology habits will find About Face to be a comprehensive, essential resource.
Journal of the Institute of Bankers in Pakistan - Institute of Bankers in Pakistan 2005

Work and Organizational Behaviour - John Bratton 2020-11-18
Critical and accessible, the new edition of this bestselling textbook offers valuable insight into contemporary management practices and encourages readers to reflect on the realities of the workplace. Work and Organizational Behaviour takes a unique and well-rounded approach, exploring key theories and topics through the lenses of sociology, psychology, ethics and sustainability. Firmly embedded in the latest research and the wider geopolitical environment, this new edition places OB in the context of climate change, the rise of unstable working conditions and the impact of new technologies. A strong suite of pedagogy supports student learning, demonstrating key theories in action and preparing readers for the real world of work. Cases and features illustrate contemporary organizational practices and their impact across the world, in a range of industries. With streamlined content, an improved structure, and an enhanced focus on leadership, Work and Organizational Behaviour is an essential companion for OB modules at undergraduate, postgraduate and MBA levels.

New to this Edition: - New chapters on 'Work and the gig economy' and 'Human resource management' - New decision making scenarios helping readers to develop practical leadership skills - 200+ new references to recent academic literature - Inclusion of important contemporary topics, including Covid-19 and the gig economy - Coverage of new technologies, including the impact of AI, robots, remote working and big data - Increased coverage of corporate social responsibility and ethics - New end of chapter cases, Reality of Work features and Globalization and Organization Behaviour features

Debt - David Graeber 2012
Economic history states that money replaced a bartering system, yet there isn't any evidence to support this axiom. Anthropologist Graeber presents a stunning reversal of this conventional wisdom. For more than 5000 years, humans have used elaborate credit systems to buy and sell goods. Since the beginning of the agrarian empires, humans have been divided into debtors and creditors. Through time, virtual credit money was replaced by gold and the system as a whole went into decline. This fascinating history is told for the first time.

Deploying and Managing a Cloud Infrastructure - Abdul Salam 2015-01-12
Learn in-demand cloud computing skills from industry experts Deploying and Managing a Cloud Infrastructure is an excellent resource for IT professionals seeking to tap into the demand for cloud administrators. This book helps prepare candidates for the CompTIA Cloud+ Certification (CV0-001) cloud computing certification exam. Designed for IT professionals with 2-3 years of networking experience, this certification provides validation of your cloud infrastructure knowledge. With over 30 years of combined experience in cloud computing, the author team provides the latest expert perspectives on enterprise-level mobile computing, and covers the most essential topics for building and maintaining cloud-based

systems, including: Understanding basic cloud-related computing concepts, terminology, and characteristics Identifying cloud delivery solutions and deploying new infrastructure Managing cloud technologies, services, and networks Monitoring hardware and software performance Featuring real-world examples and interactive exercises, Deploying and Managing Cloud Infrastructure delivers practical knowledge you can apply immediately. And, in addition, you also get access to a full set of electronic study tools including: Interactive Test Environment Electronic Flashcards Glossary of Key Terms Now is the time to learn the cloud computing skills you need to take that next step in your IT career.

Business in Context - David Needle 2015-04-23 The sixth edition of Business in Context follows the same style and structure of the previous edition and has been updated throughout. The international content has been increased to better reflect the global nature of this topic and coverage of subjects such as the global financial crisis, sustainability and ethics has been improved. Taking a broad approach, this edition will be invaluable for students studying introductory business courses from undergraduate to MBA level.

Eye of the Needle - Ken Follett 2017-10-17 The worldwide phenomenon from the bestselling author of The Pillars of the Earth, World Without End, A Column of Fire, and The Evening and the Morning His code name was "The Needle." He was a German aristocrat of extraordinary intelligence—a master spy with a legacy of violence in his blood, and the object of the most desperate manhunt in history. . . . But his fate lay in the hands of a young and vulnerable English woman, whose loyalty, if swayed, would assure his freedom—and win the war for the Nazis. . . .

Business in Context - DAVID. NEEDLE 2019-03-04 Now in its seventh edition, Business in Context

introduces students to all the aspects of modern business and its changing environment. This classic text has been fully updated and is essential reading for all introductory business courses, particularly business environment modules. The seventh edition combines the hallmark qualities of David Needle's style whilst new co-author Jane Burns brings over 20 years of industry experience.

Accounting in a Business Context - AIDAN BERRY and ROBIN JARVIS 2013-12-11 This is the second edition of an introduction to all the financial and management accounting concepts and techniques required by the general business student.

Democracy and Education - John Dewey 1916 John Dewey's Democracy and Education addresses the challenge of providing quality public education in a democratic society. In this classic work Dewey calls for the complete renewal of public education, arguing for the fusion of vocational and contemplative studies in education and for the necessity of universal education for the advancement of self and society. First published in 1916, Democracy and Education is regarded as the seminal work on public education by one of the most important scholars of the century.

Proofs from THE BOOK - Martin Aigner 2013-06-29 According to the great mathematician Paul Erdös, God maintains perfect mathematical proofs in The Book. This book presents the authors candidates for such "perfect proofs," those which contain brilliant ideas, clever connections, and wonderful observations, bringing new insight and surprising perspectives to problems from number theory, geometry, analysis, combinatorics, and graph theory. As a result, this book will be fun reading for anyone with an interest in mathematics.

Buying, Selling, and Valuing Financial Practices, + Website - David Grau, Sr. 2016-08-22 The Authoritative M&A Guide for Financial

Advisors Buying, Selling, & Valuing Financial Practices shows you how to complete a sale or acquisition of a financial advisory practice and have both the buyer and seller walk away with the best possible terms. From the first pages of this unique book, buyers and sellers and merger partners will find detailed information that separately addresses each of their needs, issues and concerns. From bestselling author and industry influencer David Grau Sr. JD, this masterful guide takes you from the important basics of valuation to the finer points of deal structuring, due diligence, and legal matters, with a depth of coverage and strategic guidance that puts you in another league when you enter the M&A space. Complete with valuable tools, worksheets, and checklists on a companion website, no other resource enables you to: Master the concepts of value and valuation and take this issue "off the table" early in the negotiation process Utilize advanced deal structuring techniques including seller and bank financing strategies Understand how to acquire a book, practice or business based on how it was built, and what it is capable of delivering in the years to come Navigate the complexities of this highly-regulated profession to achieve consistently great results whether buying, selling, or merging Buying, Selling, & Valuing Financial Practices will ensure that you manage your M&A transaction properly and professionally, aided with the most powerful set of tools available anywhere in the industry, all designed to create a transaction where everyone wins—buyer, seller, and clients.

The British National Bibliography - Arthur James Wells 2006

Sophie's World - Jostein Gaarder 2007-03-20 One day Sophie comes home from school to find two questions in her mail: "Who are you?" and "Where does the world come from?" Before she knows it she is enrolled in a correspondence course with a mysterious philosopher. Thus

begins Jostein Gaarder's unique novel, which is not only a mystery, but also a complete and entertaining history of philosophy.

An Introduction to Information Systems - David Whiteley 2017-09-16
A clear, student-friendly and engaging introduction to how information technology is used in business. Featuring several case studies, video interviews, thorough pedagogy and completely up-to-date chapters, this textbook will be a core resource for undergraduate students of Business Information Systems, a compulsory module in business degrees.

InfoWorld - 1981-10-26
InfoWorld is targeted to Senior IT professionals. Content is segmented into Channels and Topic Centers. InfoWorld also celebrates people, companies, and projects.

How to Manage Human Resource in Organizations - Allan Miller 2007-07
Miller pens this work to provide leaders, managers, and prospective managers with a guide for maximizing their potential resources. (Social Issues)

Why Fish Don't Exist - Lulu Miller 2020-04-14
A Best Book of 2020: The Washington Post * NPR * Chicago Tribune * Smithsonian A "remarkable" (Los Angeles Times), "seductive" (The Wall Street Journal) debut from the new cohost of Radiolab, Why Fish Don't Exist is a dark and astonishing tale of love, chaos, scientific obsession, and—possibly—even murder. "At one point, Miller dives into the ocean into a school of fish…comes up for air, and realizes she's in love. That's how I felt: Her book took me to strange depths I never imagined, and I was smitten." —The New York Times Book Review David Starr Jordan was a taxonomist, a man possessed with bringing order to the natural world. In time, he would be credited with discovering nearly a fifth of the fish known to humans in his day. But the more of the hidden blueprint of life he uncovered, the harder the universe seemed to try to thwart him. His

specimen collections were demolished by lightning, by fire, and eventually by the 1906 San Francisco earthquake—which sent more than a thousand discoveries, housed in fragile glass jars, plummeting to the floor. In an instant, his life's work was shattered. Many might have given up, given in to despair. But Jordan? He surveyed the wreckage at his feet, found the first fish that he recognized, and confidently began to rebuild his collection. And this time, he introduced one clever innovation that he believed would at last protect his work against the chaos of the world. When NPR reporter Lulu Miller first heard this anecdote in passing, she took Jordan for a fool—a cautionary tale in hubris, or denial. But as her own life slowly unraveled, she began to wonder about him. Perhaps instead he was a model for how to go on when all seemed lost. What she would unearth about his life would transform her understanding of history, morality, and the world beneath her feet. Part biography, part memoir, part scientific adventure, Why Fish Don't Exist is a wondrous fable about how to persevere in a world where chaos will always prevail.

Doing AI - Richard Heimann 2021-12-14 Artificial intelligence (AI) has captured our imaginations—and become a distraction. Too many leaders embrace the oversized narratives of artificial minds outpacing human intelligence and lose sight of the original problems they were meant to solve. When businesses try to "do AI," they place an abstract solution before problems and customers without fully considering whether it is wise, whether the hype is true, or how AI will impact their organization in the long term. Often absent is sound reasoning for why they should go down this path in the first place. Doing AI explores AI for what it actually is—and what it is not— and the problems it can truly solve. In these pages, author Richard Heimann unravels the tricky relationship between problems and high-tech solutions, exploring the

pitfalls in solution-centric thinking and explaining how businesses should rethink AI in a way that aligns with their cultures, goals, and values. As the Chief AI Officer at Cybraics Inc., Richard Heimann knows from experience that AI-specific strategies are often bad for business. Doing AI is his comprehensive guide that will help readers understand AI, avoid common pitfalls, and identify beneficial applications for their companies. This book is a must-read for anyone looking for clarity and practical guidance for identifying problems and effectively solving them, rather than getting sidetracked by a shiny new "solution" that doesn't solve anything.

The Image of the City - Kevin Lynch
1964-06-15
The classic work on the evaluation of city form. What does the city's form actually mean to the people who live there? What can the city planner do to make the city's image more vivid and memorable to the city dweller? To answer these questions, Mr. Lynch, supported by studies of Los Angeles, Boston, and Jersey City, formulates a new criterion—imageability—and shows its potential value as a guide for the building and rebuilding of cities. The wide scope of this study leads to an original and vital method for the evaluation of city form. The architect, the planner, and certainly the city dweller will all want to read this book.

Introduction to Business - William G. Nickels
2016

Amusing Ourselves to Death - Neil Postman
2005-12-27
What happens when media and politics become forms of entertainment? As our world begins to look more and more like Orwell's 1984, Neil's Postman's essential guide to the modern media is more relevant than ever. "It's unlikely that Trump has ever read Amusing Ourselves to Death, but his ascent would not have surprised Postman." -CNN Originally published in 1985, Neil Postman's groundbreaking polemic about

the corrosive effects of television on our politics and public discourse has been hailed as a twenty-first-century book published in the twentieth century. Now, with television joined by more sophisticated electronic media—from the Internet to cell phones to DVDs—it has taken on even greater significance. Amusing Ourselves to Death is a prophetic look at what happens when politics, journalism, education, and even religion become subject to the demands of entertainment. It is also a blueprint for regaining control of our media, so that they can serve our highest goals. "A brilliant, powerful, and important book. This is an indictment that Postman has laid down and, so far as I can see, an irrefutable one." –Jonathan Yardley, The Washington Post Book World

Manual of Nerve Conduction Study and Surface Anatomy for Needle Electromyography - Hang J. Lee 2005
This manual is a practical, illustrated how-to guide to the proper techniques and electrode placements for common nerve conduction studies. The first section describes each nerve conduction study, including placement of electrodes, typical electromyography equipment settings, normal values, and pearls and pitfalls. The second section provides detailed coverage of surface anatomy for needle electromyography and shows where to place the needles for each muscle. More than 200 clear photographs demonstrate correct placement of needle electrodes. Chapters in each section follow a consistent sequence and are written in outline format to help readers find information quickly.

Interactive Journalism - Nikki Usher 2016-10-13
Interactive journalism has transformed the newsroom. Emerging out of changes in technology, culture, and economics, this new specialty uses a visual presentation of storytelling that allows users to interact with the reporting of information. Today it stands at a nexus: part of the traditional newsroom, yet still

novel enough to contribute innovative practices and thinking to the industry. Nikki Usher brings together a comprehensive portrait of nothing less than a new journalistic identity. Usher provides a comprehensive history of the impact of digital technology on reporting, photojournalism, graphics, and other disciplines that define interactive journalism. Her eyewitness study of the field's evolution and accomplishments ranges from the interactive creation of Al Jazeera English to the celebrated data desk at the Guardian to the New York Times' Pulitzer-endowed efforts in the new field. What emerges is an illuminating, richly reported portrait of the people coding a revolution that may reverse the decline and fall of traditional journalism.

Handbuch Sprache in Organisationen - Stephan Habscheid 2018-11-05
Zwischen der „Mikroebene" sprachlichen Handelns und Interagierens auf der einen, der „Makroebene" kollektiver sprachlich-kommunikativer Praktiken und Strukturen auf der anderen Seite ist die zwischengelagerte Ebene der organisationalen Kommunikation systematisch in den Blick zu nehmen: Quer zu den verschiedenen gesellschaftlichen Institutionen, Wissens- und Handlungsfeldern legen organisationsspezifische Rationalisierungen dem Sprachgebrauch spezifische Bedingungen auf, sei es in Form von Standardisierung oder eines normativen und kalkulierten Umgangs mit sprachlicher und kultureller Diversität. Wir gehen von der Beobachtung aus, dass die mehrsprachige, interkulturelle und professionell stark ausdifferenzierte kommunikative Praxis in der heutigen Organisation zu einem Normalfall geworden ist. Mit dem Ziel einer breiten Abdeckung bezieht das Handbuch Sprache in Organisationen die Objektsprachen Deutsch, Englisch, Französisch und Spanisch und die Kulturen der jeweiligen Sprachräume ein.