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The Experience of Modernity
A Practical Coursebook
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A Theory of Narration and Subjectivity in Classical Film
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Palestinian Literature and Film in Postcolonial Feminist Perspective
The Art of Visual Storytelling
Pocket Rough Guide Hong Kong & Macau
Il codice della persuasione
Drafting, Revising and Editing
Spaces, Contexts, Experiences
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The Global Manager's Guide to Living and Working Abroad: Eastern Europe and Asia
Cinema and Its Discontents
The Unimagined Community
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Screen Digest
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Undergraduate Catalog
The Persuasion Code
Imperialism and Culture in South Vietnam
Workers' Worlds
How to Watch a Movie
Cinema and Nation
Volume 3: Lessons 1-25

REILLY AGUIRRE

The First Teenagers Walter de Gruyter

The Persuasion Code Capture, convince, and close—scientifically Most of your attempts to persuade are doomed to fail because the brains of your audience automatically reject messages that disrupt their attention. This book makes the complex science of persuasion simple. Learn to develop better marketing and sales messages based on a scientific model; NeuroMap™. Regardless of your level of expertise in marketing, neuromarketing, neuroscience or psychology: The Persuasion Code: How Neuromarketing Can Help You Persuade Anyone, Anywhere, Anytime will make your personal and business lives more successful by unveiling a credible and practical approach towards creating a breakthrough persuasion strategy. This book will satisfy your interest in neuromarketing, scientific persuasion, sales, advertising effectiveness, website conversion, marketing strategy and sales presentations. It'll teach you the value of the award-winning persuasion model NeuroMap™ : the only model based on the science of how your customers use their brain to make any decision including a buying decision. You will appreciate why this scientific approach has helped hundreds of companies and thousands of executives achieve remarkable results. Written by the founders of SalesBrain who pioneered the field of neuromarketing SalesBrain has trained more than 100,000 executives worldwide including over 15,000 CEO Includes guidance for creating your own neuromarketing plan Advance your business or career by creating persuasive messages based on the working principle of the brain.

The Experience of Modernity Manchester University Press

From the 1950s to the 1970s, the idea of independence inspired radical changes across the French-speaking world. In *The Quebec Connection*, Julie-Françoise Tolliver examines the links and parallels that writers from Quebec, the Caribbean, and Africa imagined to unite that world, illuminating the tropes they used to articulate solidarities across the race and class differences that marked their experience. Tolliver argues that the French tongue both enabled and delimited connections between these writers, restricting their potential with the language's own imperial history. The literary map that emerges demonstrates the plurality of French-language literatures, going beyond the concept of a single, unitary francophone literature to appreciate the profuse range of imaginaries connected by solidary texts that hoped for transformative independence. Importantly, the book expands the "francophone" framework by connecting African and Caribbean literatures to Québécois literature, attending to their interactions while recognizing their particularities. *The Quebec Connection's* analysis of transnational francophone solidarities radically alters the field of francophone studies by redressing the racial logic that isolates the northern province from what has come to be called the postcolonial world.

A Practical Coursebook University of Virginia Press

Manchester and Salford have a special place in the history of the British working class. They lay at the heart of the cotton industry, the spark of the industrial revolution, and as a consequence were

among the first places to experience the application of steam power and the factory system to production. As a result, the Manchester-Salford conurbation was the first to see a fully-formed industrial working class. Whilst industrialization went through its heroic phase, the two cities seemed to be blazing a trail, not only for the rest of the country, but for the world. During the first half of the 19th century, social observers came from across Europe to see what they supposed to be their future. Manchester was, in Asa Briggs's influential phrase, the shock city of the age. The city demonstrated the ability of science to control nature: this was why, in 1843, Benjamin Disraeli described Manchester as the modern Athens. However, as Alexis de Tocqueville had noted eight years earlier, there was another side to increasing productivity -

Crisis Fleeting Edinburgh University Press

Захватить внимание. Привлечь. Убедить. — Три главные задачи, которые решает каждый маркетолог. Стараетесь быть убедительным, но людей ваши тексты не цепляют? Не секрет, что покупатели принимают решения иррационально, придумывая разумные причины для отказа задним числом, поэтому традиционные модели убеждения и не работают. На помощь маркетологам и продавцам приходит нейромаркетинг, направленный на первичный мозг — древнейшую структуру, которая отвечает за мгновенные и неосознанные реакции. Опираясь на последние научные данные, Кристофер Морен и Патрик Ренвуазе предлагают модель, которая поможет создать эффективную рекламу, продающие презентации и увеличить конверсию сайта. Нейромаркетинг — наука убеждать кого угодно, где угодно и когда угодно. В книге вас ждут: 6 убедительных стимулов, которые обращаются напрямую к первичному мозгу; 4 шага для убеждения любого оппонента; более 30 рабочих кейсов.

Routledge Handbook of Contemporary Hong Kong John Wiley & Sons

From one of the most admired critics of our time, brilliant insights into the act of watching movies and an enlightening discussion about how to derive more from any film experience. Since first publishing his landmark *Biographical Dictionary of Film* in 1975 (recently released in its sixth edition), David Thomson has been one of our most provocative authorities on all things cinema. Now he offers his most inventive exploration of the medium yet: guiding us through each element of the viewing experience, considering the significance of everything from what we see and hear on-screen—actors, shots, cuts, dialogue, music—to the specifics of how, where, and with whom we do the viewing. With customary candor and wit, Thomson delivers keen analyses of a range of films from classics such as *Psycho* and *Citizen Kane* to contemporary fare such as *12 Years a Slave* and *All Is Lost*, revealing how to more deeply appreciate both the artistry and (yes) manipulation of film, and how watching movies approaches something like watching life itself. Discerning, funny, and utterly unique, *How to Watch a Movie* is a welcome twist on a classic proverb: Give a movie fan a film, she'll be entertained for an hour or two; teach a movie fan to watch, his experience will be enriched forever.

A Theory of Narration and Subjectivity in Classical Film Apa Publications (UK) Limited

First Published in 1996. Routledge is an imprint of Taylor & Francis, an informa company.

Live and Work In Hong Kong Routledge

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Palestinian Literature and Film in Postcolonial Feminist Perspective CREATIVE GAMES LIMITED

Whatever your reasons for planning to live and work in Hong Kong, this comprehensive guide will tell you all you need to know to make the most of your time in this vibrant and challenging city.

Organised into three sections: Living, Working, and Leisure, this book includes up to date information and well-informed opinion on: * The kind of lifestyle you can expect to enjoy in Hong Kong * The cost of living * Finding accommodation, whether short term or to buy or rent *Having and raising children in Hong Kong *Shopping for food or luxuries - Working and volunteering *Teaching English *Sporting events, special interest groups and the local arts scene *Travelling and places to visit *Entertainment and nightlife

The Art of Visual Storytelling Rough Guides UK

Pocket Rough Guide Hong Kong & Macau is your essential guide to Hong Kong, with information on all the key sights in an easy-to-use, pocket-size format and a full-color, pull-out map. This guidebook includes the lowdown on the shopping opportunities and cutting-edge architecture of Hong Kong's downtown, parks, and harborside cityscapes-all existing alongside traditional temples and street markets. Go further afield to appreciate the beaches, rural landscapes, and old walled villages of the New Territories, easy to reach in even a short visit, but often overlooked. Across the Pearl River, and close enough for day trips, Macau's eighteenth-century churches and lanes incongruously rub shoulders with ostentatious casinos. Pocket Rough Guide Hong Kong & Macau features inspirational photography and detailed, reliable maps that show you the best of the region. There are dining and entertainment reviews, too, from indigenous Macanese cuisine and the best places for traditional dim sum, to Lan Kwai Fong's bars and old colonial hotels that serve afternoon tea. Make the most of your time with Pocket Rough Guide Hong Kong & Macau.

Pocket Rough Guide Hong Kong & Macau "Издательский дом ""Питер"""

Oscar-nominated star of *Educating Rita* and Billy Elliot's darkly funny debut novel. Cissie is a stand-up comedienne and national darling. Helena is the toast of Broadway. Maggie is an extremely beautiful but troubled actress - and she's cracking up fast, in fact she's 'out of her tree'. When Cissie takes Maggie to see Helena in New York, it leads to trouble straight away: Maggie disappears into the freezing February night, no one knows where. As the search for their friend continues, alarming divisions occur in the lifelong friendships of Cissie, Helena and her stoic husband Luke. And then Cissie disappears too. So, two of the closest of friends are lost separately somewhere in snowbound Manhattan.

Il codice della persuasione Routledge

Interactive. Effective. And FUN! Start speaking Cantonese in minutes, and learn key vocabulary, phrases, and grammar in just minutes more with *Learn Cantonese - Level 4: Intermediate*, a completely new way to learn Cantonese with ease! *Learn Cantonese - Level 4: Intermediate* will arm

you with Cantonese and cultural insight to utterly shock and amaze your Hong Kong friends and family, teachers, and colleagues. What you get in *Learn Cantonese - Level 4: Intermediate*: - 200+ pages of Cantonese learning material - 25 Cantonese lessons: dialog transcripts with translation, vocabulary, sample sentences and a grammar section - 25 Audio Lesson Tracks - 25 Audio Review Tracks - 25 Audio Dialog Tracks This book is the most powerful way to learn Cantonese. Guaranteed. You get the two most powerful components of our language learning system: the audio lessons and lesson notes. Why are the audio lessons so effective? - powerful and to the point - syllable-by-syllable breakdown of each word and phrase so that you can say every word and phrase instantly - repeat after the professional teacher to practice proper pronunciation - cultural insight and insider-only tips from our teachers in each lesson - fun and relaxed approach to learning - effortlessly learn from bi-lingual and bi-cultural hosts as they guide you through the pitfalls and pleasures of Hong Kong and Cantonese. Why are the lesson notes so effective? - improve listening comprehension and reading comprehension by reading the dialog transcript while listening to the conversation - grasp the exact meaning of phrases and expressions with natural translations - expand your word and phrase usage with the expansion section - master and learn to use Cantonese grammar with the grammar section Discover or rediscover how fun learning a language can be with the future of language learning, and start speaking Cantonese instantly!

Drafting, Revising and Editing HOEPLI EDITORE

This encyclopedia presents a wealth of information on early cinema history, with coverage of the techniques and equipment of film production, profiles of the pioneering directors and producers, analysis of individual films and the rapid growth of distinct film genres, and the emergence of something the world had never seen before - the movie star. The work also focuses on how the nature of film exhibition changed as the industry grew, and how the public's reception to films also changed. The pre-cinema period is closely examined to show those mass-cultural forms and practices - such as music hall and vaudeville - from within which cinema was to emerge. A perfect companion for any student of early cinema and film studies.

Spaces, Contexts, Experiences Verso

Les hommes n'ont jamais cessé de vouloir s'influencer les uns les autres. Experts, universitaires et chercheurs ont développé de très nombreuses théories autour de la persuasion. Celle-ci requiert encore trop souvent de colossaux investissements sans que les opérateurs puissent être bien certains de l'efficacité démontrée d'annonces ou de campagnes publicitaires. S'appuyant sur près de deux décennies d'investigations ayant trait à l'impact de la publicité et des messages commerciaux sur le cerveau humain, Christophe Morin et Patrick Renvoisé proposent le premier modèle intégré de la persuasion fondé sur les recherches les plus récentes en neurosciences, en psychologie des médias et en économie comportementale. Les auteurs révèlent que les messages les plus convaincants doivent d'abord atteindre le cerveau primitif, notre système cérébral le plus ancien, mais aussi le plus instrumental, dans les processus de persuasion. Les auteurs expliquent en termes simples la façon dont les messages persuasifs affectent les fonctions du cerveau telles que l'attention, les émotions, l'effort cognitif et le processus de décision. Plus important encore, ils dévoilent au lecteur un processus simple, systématique, dénommé NeuroMap™ qui constitue le moyen le plus efficace de créer des messages capables de persuader n'importe qui, n'importe où, à

n'importe quel moment. Cet ouvrage vous permettra de devenir un expert de la persuasion en ayant recours à un processus éprouvé, mais pourtant simple, fondé sur les réflexions scientifiques les plus récentes dans le domaine. Un poster présentant l'ensemble de la démarche de NeuroMap est inséré dans l'ouvrage.

A Comparative History of Race in Brazilian Cinema and Culture The Persuasion CodeHow Neuromarketing Can Help You Persuade Anyone, Anywhere, Anytime
Palestinian Literature and Film in Postcolonial Feminist Perspective is the first sustained study of gender-consciousness in the Palestinian creative imagination. Drawing on concepts from postcolonial feminist theory, Ball analyses a range of literary and filmic works by major creative practitioners including Michel Khleifi , Liana Badr, Annemarie Jacir, Elia Suleiman, Mona Hatoum and Suheir Hammad, and reveals a hitherto unrecognized trajectory in gender-consciousness under development in the Palestinian imagination from the start of the twentieth century. The book explores how these works resonate with questions of power, identity, nation, resistance, and self-representation in the Palestinian imagination more broadly, and asks how these gender-conscious narratives transform our understanding of Palestine's struggle for postcoloniality. Working at the cusp of postcolonial, feminist and cultural enquiry, Ball seeks to open up vital new directions in the interdisciplinary study of Palestine.

All that is Solid Melts Into Air Bloomsbury Publishing

In *Recent Italian Cinema*, two fundamental questions are asked: the first concerns whether Italian cinema, as national cinema, is in reality reduced to a niche market in its own territory. The second relates to what Italian audiences do with domestic films. For nearly two decades, most Italian films have been produced outside box office returns, through a practice of subsidy and co-financing between many institutional and private entities. Thus Italian cinema has had to define its mode of production and use-value of films in a different way. It is clear that it is no longer possible to separate national cinemas from the grip that the American film industry has on world markets, in terms of imagination and modes of production, distribution and exhibition. It is thus only by examining the multiple layers of description and analysis, which take into account the presence of

Hollywood, that we can come to an understanding of what recent Italian cinema actually is.

War, Revolution and Remembrance in World Cinema Routledge

The experience of modernization -- the dizzying social changes that swept millions of people into the capitalist world -- and modernism in art, literature and architecture are brilliantly integrated in this account.

Comprehensive, up-to-date, practical information about everyday life Innovative Language Learning

A biographical record of contemporary achievement together with a key to the location of the original biographical notes.

□□□□□□□□ Routledge

This stimulating edited collection focuses on the practice of revision across all creative writing genres, providing a guide to the modes and methods of drafting, revising and editing. Offering an overview of how creative writing is generated and improved, the chapters address questions of how creative writers revise, why editing is such a crucial part of the creative process and how understanding the theories underpinning revision can enhance writers' projects. Innovative and thought-provoking, this book is ideal for undergraduate and postgraduate students of creative writing, along with all creative writers looking to hone and polish their craft.

Critical Essays Troubador Publishing Ltd

The unimagined community proposes a reexamination of the Vietnam War from a perspective that has been largely excluded from historical accounts of the conflict, that of the South Vietnamese. Challenging the conventional view that the war was a struggle between the Vietnamese people and US imperialism, the study presents a wide-ranging investigation of South Vietnamese culture, from political philosophy and psychological warfare to popular culture and film. Beginning with a genealogy of the concept of a Vietnamese "culture," as the latter emerged during the colonial period, the book concludes with a reflection on the rise of popular culture during the American intervention. Reexamining the war from the South Vietnamese perspective, The unimagined community pursues the provocative thesis that the conflict, in this early stage, was not an anti-communist crusade, but a struggle between two competing versions of anticolonial communism.

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