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JAZMYN KANE

[Entrepreneurial Ecosystems for Tech Start-ups in India](#) Springer Nature

This book gives insight into several aspects of the microbiology, biotechnology, and ecosystem sustainability of special and under-explored regions, that captivate human beings by their natural richness, their extensive biodiversity, the extraordinary forms of adaptation of the living beings that they inhabit, and even that keep living secrets as is the very origin of life. The chapters emphasize all aspects of biological diversity—its description, analysis, and conservation, and its controlled rational use by humankind. Also, the book is elaborated from a wide and multidisciplinary point of view. It presents reviews, research papers, comments, and research notes on biodiversity, ethnobiology, geoscience, chemistry, biological conservation, biotechnology, and ecosystem sustainability. Two hotspots are the reference for this enriching book that describes details of extraordinary areas of the planet, from Cuatrociénegas, Coahuila (Mexico) to the Southern Western Ghats (India). The book will contribute to dealing with the practicalities of conservation management, economic, social, and political issues. It provides a forum for examining conflicts between sustainable development and human dependence on biodiversity in agriculture, environmental management, and biotechnology, and encourages contributions from developing countries to promote broad global perspectives on matters of biodiversity and conservation.

[Global Meets Digital](#) Routledge

From *The Wire* to *Intervention* to *Girls*, postmillennial American television has dazzled audiences with novelistic seriality and cinematic aesthetics. Yet this television is also more perverse: it bombards audiences with misogynistic and racialized violence, graphic sex, substance abuse, unlikeable protagonists, and the extraordinary exploitation of ordinary people. In *Uncomfortable Television*, Hunter Hargraves examines how television makes its audiences find pleasure through feeling disturbed. He shows that this turn to discomfort realigns collective definitions of family and pleasure with the values of neoliberal culture. In viscerally violent dramas, cringeworthy ironic comedies, and trashy reality programs alike, televisual unease trains audiences to survive under late capitalism, which demands that individuals accept a certain amount of discomfort, dread, and irritation into their everyday lives. By highlighting how discomfort has been central to the reorganization and legitimization of television as an art form, Hargraves demonstrates television's role in assimilating viewers into worlds marked by precarity, perversity, and crisis.

[Introduction to Kinesiology](#) Rutgers University Press

"Introduction to Kinesiology: Studying Physical Activity, Sixth Edition, gives students a complete overview of the field of kinesiology and explores the common career paths, questions, and ideas that are part of this discipline. The text stimulates curiosity about the field of kinesiology, gives insight into the subdisciplines of the field, and generates awareness of the current issues that kinesiology professionals seek to understand and solve"--

[We Need to Talk](#) Ludwig

ITShades.com has been founded with singular aim of engaging and enabling the best and brightest of businesses, professionals and students with opportunities, learnings, best practices, collaboration and innovation from IT industry. This document brings together a set of latest data points and publicly available information relevant for Telecommunication & Media Industry. We are very excited to share this content and believe that readers will benefit from this periodic publication immensely.

[From Networks to Netflix](#) IGI Global

Sounds of the Pandemic offers one of the first critical analyses of the changes in sonic environments, artistic practice, and listening behaviour caused by the Coronavirus outbreak. This multifaceted collection provides a detailed picture of a wide array of phenomena related to sound and music, including soundscapes, music production, music performance, and mediatization processes in the

context of COVID-19. It represents a first step to understanding how the pandemic and its by-products affected sound domains in terms of experiences and practices, representations, collective imaginaries, and socio-political manipulations. This book is essential reading for students, researchers, and practitioners working in the realms of music production and performance, musicology and ethnomusicology, sound studies, and media and cultural studies.

[Encyclopedia of the World's Biomes](#) SAGE Publications

Encyclopedia of the World's Biomes is a unique, five volume reference that provides a global synthesis of biomes, including the latest science. All of the book's chapters follow a common thematic order that spans biodiversity importance, principal anthropogenic stressors and trends, changing climatic conditions, and conservation strategies for maintaining biomes in an increasingly human-dominated world. This work is a one-stop shop that gives users access to up-to-date, informative articles that go deeper in content than any currently available publication. Offers students and researchers a one-stop shop for information currently only available in scattered or non-technical sources. Authored and edited by top scientists in the field. Concisely written to guide the reader though the topic. Includes meaningful illustrations and suggests further reading for those needing more specific information.

[Greenhouse Gas Emissions and Terrestrial Ecosystems](#) UNESCO Publishing

This book constitutes the refereed proceedings of the 17th International Conference on Entertainment Computing, ICEC 2018, held at the 24th IFIP World Computer Congress, WCC 2018, in Poznan, Poland, in September 2018. The 15 full papers, 13 short papers, and 23 poster, demonstration, and workshop papers presented were carefully reviewed and selected from 65 submissions. They cover a large range of topics in the following thematic areas: digital games and interactive entertainment; design, human-computer interaction, and analysis of entertainment systems; interactive art, performance and cultural computing; entertainment devices, platforms and systems; theoretical foundations and ethical issues; entertainment for purpose and persuasion; computational methodologies for entertainment; and media studies, communication, business, and information systems.

[Uncomfortable Television](#) EGBG Services LLC

The COVID-19 pandemic is not only a threat to our health and economy, but also has strong implications for defence and security. Indeed, defence leaders have highlighted a second fight surrounding the spread of COVID-19, namely disinformation and preparing to face adversaries willing to exploit the public health crisis for nefarious purposes. The current pandemic is a breeding ground for the propagation of disinformation, as it represents the first major global health event in which large social media platforms have become the main distributor of information. This multi-national edited volume consists of contributions from Defence Science, academia and industry, including NATO Headquarters, United States, Netherlands, Singapore, United Kingdom and Norway. The content is aimed at a diverse audience, including NATO members, researchers from defence and security organizations, academics, and militaries including analysts and practitioners, as well as policy makers. This volume focuses on various aspects of COVID-19 disinformation, including identifying global dominant disinformation narratives and the methods used to spread disinformation, examining COVID-19 disinformation within the broader context of the cognitive domain, examining the psychological effects of COVID-19 disinformation and COVID-19 disinformation on instant messaging platforms, along with examining various countermeasures to disinformation.

[Strengthening SME Performance Through Social Media Adoption and Usage](#) Taylor & Francis

The SAGE International Encyclopedia of Mass Media and Society discusses media around the world in their varied forms—newspapers, magazines, radio, television, film, books, music, websites, social media, mobile media—and describes the role of each in both mirroring and shaping society. This encyclopedia provides a thorough overview of media within social and cultural contexts, exploring

the development of the mediated communication industry, mediated communication regulations, and societal interactions and effects. This reference work will look at issues such as free expression and government regulation of media; how people choose what media to watch, listen to, and read; and how the influence of those who control media organizations may be changing as new media empower previously unheard voices. The role of media in society will be explored from international, multidisciplinary perspectives via approximately 700 articles drawing on research from communication and media studies, sociology, anthropology, social psychology, politics, and business.

[The Leadership Essentials - A Practical Handbook for Success](#) Frontiers Media SA

This timely Handbook on Digital Business Ecosystems provides a comprehensive overview of current research and industrial applications as well as suggestions for future developments. Multi-disciplinary in scope, the Handbook includes rigorously researched contributions from over 80 global expert authors from a variety of areas including administration and management, economics, computer science, industrial engineering, and media and communication.

[New Horizons in Meibenthos Research](#) Ludwig

Small and medium-sized enterprises (SMEs) are recognized as the backbone of today's world economy. However, SMEs are well known for having limitations and acceptance barriers in adopting new technology even though the internet and communications channel's revolution has changed the way people conduct business today. Further, the COVID-19 pandemic has disturbed the operations of SMEs and increased the burden on social media application globally. It is essential that SMEs utilize social media to strengthen their performance. *Strengthening SME Performance Through Social Media Adoption and Usage* explores experiences in different technological, managerial, organizational, and entrepreneurial environmental issues. It focuses on different conceptions of factors and consequences influencing social media usage and SME performance. Covering topics such as corporate social responsibility, marketing frameworks, and social media adoption, this premier reference source is a valuable resource for entrepreneurs, business leaders and managers, human resource managers, marketers, consultants, students and educators of higher education, librarians, researchers, and academicians.

[COVID-19 Disinformation: A Multi-National, Whole of Society Perspective](#) Springer Science & Business Media

Mercu Buana International Conference on Social Sciences aims to bring academic scientists, research scholars and practitioners to exchange and share their experiences and research results on all aspects of Social Sciences. It also provides a premier interdisciplinary platform for researchers, educators and practitioners to present and discuss the most recent innovations, trends, and concerns as well as practical challenges encountered and solutions adopted in the fields of Social Science Society 5.0. This international conference event was held on September 28-29, 2020 virtually.

[Prestige Television Applications and Usability of Interactive TV](#)

Breaking Away sounds a warning call alerting readers that their privacy and autonomy concerns are indeed warranted, and the remedies deserve far greater attention than they have received from our leading policymakers and experts to date. Through the various prisms of economic theory, market data, policy, and law, the book offers a clear and accessible insight into how a few powerful firms - Google, Apple, Facebook (Meta), and Amazon - have used the same anticompetitive playbook and manipulated the current legal regime for their gain at our collective expense. While much has been written about these four companies' power, far less has been said about addressing their risks. In looking at the proposals to date, however, policymakers and scholars have not fully addressed three fundamental issues: First, will more competition necessarily promote our privacy and well-being? Second, who owns the personal data, and is that even the right question? Third, what are the policy implications if personal data is non-rivalrous? Breaking Away not only articulates the limitations of the current enforcement and regulatory approach but offers concrete proposals to promote competition, without having to sacrifice our privacy. This book explores how these platforms accumulated their power, why the risks they pose are far greater than previously believed, and why the tools need to be far more robust than what is being proposed. Policymakers, scholars, and business owners, managers, and entrepreneurs seeking to compete and innovate in the digital platform economy will find the book an invaluable source of information.

Springer Nature

Why do tech start-ups emerge rapidly in emerging economies like India? What kind of entrepreneurial ecosystems have evolved for tech start-up promotion? What is their structure? What role do they play in the nurturing of tech start-ups to the advantage of regional economies? This book examines the trend of evolving entrepreneurial ecosystems for tech start-ups in India, ascertains its structure and examines its role in the nurturing of tech start-ups over its lifecycle, to bring out its implications for Indian economy. At the outset, it traces and conceptualizes what it terms an "ideal ecosystem" for tech start-ups in the Indian context, and explores the historical evolution of entrepreneurial ecosystems in two of the six leading start-up hubs in the country, namely, Bangalore and Hyderabad. It describes the characteristics and the structure of these ecosystems as they prevailed in the two start-up hubs, and analyses the role that they play in nurturing the development of tech start-ups. Finally, this book explores the ecosystem gaps that exist in the two cities, the factors causing these gaps, and makes policy recommendations to

encourage the growth of a "healthy and vibrant" entrepreneurial ecosystem for the accelerated growth of tech start-ups in these two cities in particular, to promote employment, innovation and economic growth in the country at large. Policy makers, researchers, engineering and management students, technology and business mentors, angels, venture capitalists, and MNC executives will find the book informative, revealing and a source of valuable insights into a new, rapidly emerging entrepreneurial India.

[The SAGE International Encyclopedia of Mass Media and Society](#) Human Kinetics

[Applications and Usability of Interactive TV](#) Springer Nature

[Challenges and Solutions in the Digital Economy and Finance](#) Ludwig

This book constitutes thoroughly refereed and revised selected papers from the 10th Iberoamerican Conference on Applications and Usability of Interactive TV, jAUTI 2021, held in Sangolqui, Ecuador, during December 2-3, 2021. The 9 full papers included in this book were carefully reviewed and selected from 25 submissions. They were organized in topical sections as follows: Usability and UX; interaction techniques and accessibility; and technologies, services, and applications for interactive digital TV.

[Netflix and the Re-invention of Television](#) Springer Nature

This book offers a focused and practical guide to integrating the relationship between media and the environment—ecomedia—into media education. It enables media teachers to "green" their pedagogy by providing essential tools and approaches that can be applied in the classroom. Media are essential features of our planetary ecosystem emergency, contributing to both the problem of and solution to climate chaos, biodiversity loss, ocean acidification, deforestation, water contamination, and so on. Offering a clear theoretical framework and suggested curriculum guide, the book provides key resources that will enable media educators to apply ecomedia concepts to their curricula. By reconceptualizing media education, this book connects ecology, environmental communication, ecomedia studies, environmental humanities, and ecoliteracy to bridge media literacy and education for sustainability. Ecomedia Literacy is an essential read for educators and scholars in the areas of media literacy, media and communication, media and cultural studies, environmental humanities, and environmental studies.

[Der Wald](#) European Alliance for Innovation

"The Leadership Essentials" is a Workplace Series presentation that focuses on various aspects of success in the corporate domain. The Leadership Essentials identifies a number of important action areas for succeeding in the most critical of business functions - leadership. The book is the distilled wisdom of the authors' combined professional experience in the pharmaceutical, lifestyle, sports, and education domains. Leadership has many facets and many pitfalls. The important focus areas for successful leadership have been highlighted with examples. The book is divided into 10 chapters, and the reader is taken through a set of workbooks that will help one introspect, examine, and position oneself for leadership roles. The chapter themes have been curated carefully and developed in a conversational manner so that the aspiring leader can maximize the benefits in an easy, step-by-step leadership journey. In every chapter, there are exercises to help the reader practice and synthesize the lessons. This work focuses on 'Learning by doing' as the most effective self-improvement technique. Whether it is SMART goal setting, vision development, or situational leadership, this workbook has it all. Interesting vignettes add a unique flavor of relevance to each chapter. This book is intended to be an aspiring leader's constant companion.

[The Media Systems in Europe](#) Taylor & Francis

Reading Contemporary Serial Television Universes provides a new framework—the metaphor of the narrative ecosystem—for the analysis of serial television narratives. Contributors use this metaphor to address the ever-expanding and evolving structure of narratives far beyond their usual spatial and temporal borders, in general and in reference to specific series. Other scholarly approaches consider each narrative as composed of modular elements, which combine to create a bigger picture. The narrative ecosystem approach, on the other hand, argues that each portion of the narrative world contains all of the main elements that characterize the world as a whole, such as narrative tensions, production structures, creative dynamics and functions. The volume details the implications of the narrative ecosystem for narrative theory and the study of seriality, audiences and fandoms, production, and the analysis of the products themselves.

[Applications and Usability of Interactive Television](#) Frontiers Media SA

This open access book traces the evolution of the European media landscape in the last 30 years, from 1990 to 2020. It is based on the theoretical classical hypotheses of regional media systems provided by Hallin and Mancini and at the same time puts them to test. The book further defines the proportions between geocultural patterns - national, regional, European, and global - to outline evolutionary trends in media landscapes. It analyzes to which degree European media have become more European, in the historical course of administrative unification and breaks the results down into concrete indexes and indicators. The book discusses the media systems of the member states of the European Union through a regional perspective, identifying similarities, differences, as well as their convergence in the digital age. It sheds light on the evolution of media systems in Europe, introduces existing relevant theoretical perspectives, and offers an overview of the new developments in European media. The book will appeal to students, researchers, and scholars of political science, communication, media, cultural, and policy studies, as well as practitioners and professionals interested in a better understanding of the European media landscape's evolution.

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