

TRENDING



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Mette Mortensen, Christina Neumayer

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Entrepreneurship and Small Business Paul Burns, 2022-01-13 This new edition of the market leading textbook by Paul Burns offers an unrivalled holistic introduction to the field of entrepreneurship and valuable guidance for budding entrepreneurs looking to launch their own small business Drawing on his decades of academic and entrepreneurial experience the author takes you on a journey through the business life cycle from the early stages of start up through progressive growth to the confident strides of a mature business Combining cutting edge theory with fresh global examples and lessons from real life business practice this accessible and

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The Routledge Companion to Mobile Media Gerard Goggin, Larissa Hjorth, 2025-09-02 This second edition of the groundbreaking Routledge Companion to Mobile Media brings together newly commissioned essays and cutting edge research alongside updated essays from the original volume to create a definitive guide to mobile communication studies The collection which brings together original articles by a global roster of contributors from a variety of disciplines sets out to contextualise the increasingly convergent areas surrounding social geosocial and mobile media discourses Essays provide comprehensive and interdisciplinary models and approaches for analysing mobile media and draw upon a wide range of global case studies from China Africa Southeast Asia the Middle East and Latin America to Europe the UK and the US This new edition also covers the many changes in the field over the last decade from dating apps AI mobile phones travel games and digital transactions through drones blockchain microbilities virtual reality touch and haptic technology to the role of mobile media in health climate change mobiles and electrification digital migrant cultures arts creativity and politics and beyond This second edition remains an essential resource for upper level students researchers and scholars interested in mobile media research

Understanding Media Psychology Gayle S. Stever, David C. Giles, J. David Cohen, Mary E. Myers, 2025-07-23 Understanding Media Psychology is an authoritative introductory textbook on the growing field of media psychology Providing an overview of topics in the field it summarizes key concepts and theories and considers the importance of media psychology in today's society The second edition of this bestselling textbook has been fully updated to reflect the changing landscape of media psychology The new edition features a brand new chapter on news and political media as well as increased focus on AI and new forms of social media It covers core areas such as positive media psychology audience research and the effect of gaming violence advertising and pornography critically engaging with contemporary discussions around propaganda fake news deepfakes and how media and health psychology interacted during the COVID 19 pandemic and beyond Written by a team of expert authors this book will help readers understand the structures influences and theories around media psychology Particular care is also given to addressing the interaction between issues of social

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