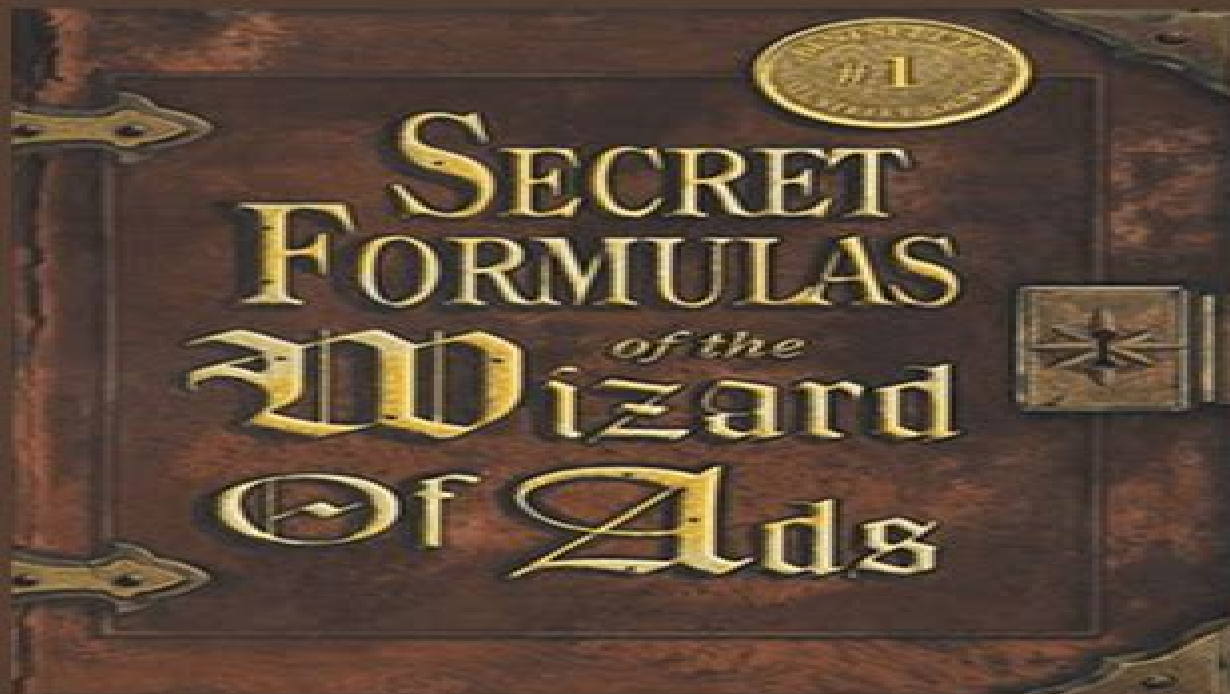


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Secret Formulas School of Advertising



Secret Formulas Of The Wizard Of Ads

Jay Conrad Levinson, Shel Horowitz



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on the psychological processes involved in the integration of sound and image when engaging with film television video interactive games and computer interfaces Collectively the rich chapters in this edited volume represent a comprehensive treatment of the existing research on the multimedia experience with the aim of disseminating the current knowledge base and inspiring future scholarship The focus on empirical research and the strong psychological framework make this book an exceptional and distinctive contribution to the field The international collection of contributors represents eight countries and a broad range of disciplines including psychology musicology neuroscience media studies film and communications Each chapter includes a comprehensive review of the topic and where appropriate identifies models that can be empirically tested Part One presents contrasting theoretical approaches from cognitive psychology philosophy semiotics communication musicology and neuroscience Part Two reviews research on the structural aspects of music and multimedia while Part Three focuses on research examining the influence of music on perceived meaning in the multimedia experience Part Four explores empirical findings in a variety of real world applications of music in multimedia including entertainment and educational media for children video and computer games television and online advertising and auditory displays of information Finally the closing chapter in Part Five identifies emerging themes and points to the value of broadening the scope of research to encompass multisensory multidisciplinary and cross cultural perspectives to advance our understanding of the role of music in multimedia This is a valuable book for those in the fields of music psychology and musicology as well as film and media studies

Strategic Fund Development Simone P. Joyaux, 2011-03-03 The completely revised and expanded edition of a fundraising classic Strategic Fund Development became an instant classic the day the first edition was released Now in this expanded third edition it has been revised cover to cover with relevant new information and useful new tools and resources The book addresses the needs for fundraisers of every level of expertise Experienced development officers find this an invaluable reference tool for educating their colleagues and boards New fundraisers get firm grounding in best practice and what it really takes to do this work Executive directors learn how fundraising fits into the organization and what it takes to make fundraising productive Contains in depth analysis about what makes organizations effective including things like leadership organizational culture decision making processes systems thinking and well managed change Offers comprehensive strategic planning insights with detailed steps sample research tools retreat agendas and complete plans Includes the same tools and resources for fundraising planning This updated classic provides essential insights with an extra bonus purchasers get exclusive access to a website of tools and resources

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