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After fifty years of market prominence and incredible demand from loyal users, Head's Broadcasting in America's tenth edition returns as the celebrated market leader in its field with its renowned treatment of electronic media as a social force and with a distinguished new author team from Sydney Head's legacy school, the University of Miami. Head's Broadcasting in America distinguishes itself by presenting electronic media both as products of contemporary social forces and as social forces in their own right. This text will introduce you to the exciting changes taking place in electronic media. It will help you examine the emerging information infrastructure and the accelerating convergence of various electronic media forms. It will also help you explore the role electronic media plays in many academic areas, ranging from economics to law, from history to social science. You will find this industry more accessible as you experience broadcasting dually through the people and the products that have shaped the history of this medium and through your own experiences with broadcasting in your daily life.

Kevin O'Leary shares invaluable secrets on entrepreneurship, business, money and life. Can you make millions just by "visualizing yourself rich" as some business prophets suggest? Don't buy it, says Kevin O'Leary. If you want to be a successful entrepreneur and amass wealth, you're going to have to work for it. But the good news is: with the right guidance, focus and perseverance, you can turn entrepreneurial vision into lucrative reality and have the personal freedom that only wealth can buy. Kevin O'Leary would know. The much-feared and revered Dragon on the immensely popular show Dragons' Den (and Shark Tank in the U.S.) started his company in his basement with a \$10,000 loan from his financially savvy mother. A few years later, Kevin sold that company for more than four billion dollars. In this compelling, candid and, above all else, brutally honest business memoir, Kevin provides engaging, practical advice and lessons that will give anyone a distinct competitive edge.

Popular Mechanics inspires, instructs and influences readers to help them master the modern world. Whether it's practical DIY home-improvement tips, gadgets and digital technology, information on the newest cars or the latest breakthroughs in science -- PM is the ultimate guide to our high-tech lifestyle.

We all think carefully about the big decisions in our lives, like what career we want to pursue or who we want to marry. But few people spend enough time thinking deeply about the financial implications of their biggest life choices--and that's a serious money mistake.

"Having been born a freeman, and for more than thirty years enjoyed the blessings of liberty in a free State—and having at the end of that time been kidnapped and sold into Slavery, where I remained, until happily rescued in the month of January, 1853, after a bondage of twelve years—it has been suggested that an account of my life and fortunes would not be uninteresting to the public." -an excerpt

Lexington has dozens of well-restored landmarks, but unfortunately so many more are lost forever. The famous Phoenix Hotel, a longtime stop for weary travelers and politicians alike, has risen from its own ashes numerous times over the past centuries. The works of renowned architect John McMurtry were once numerous around town, but some of the finest examples are gone. The Centrepointe block has been made and unmade so many times that its original tenants are unknown to natives now. Join local blogger, attorney and preservationist Peter Brackney as he explores the intriguing back stories of these hidden Bluegrass treasures.

The "End of America?" Most likely. The "Demise of liberty?" You betcha! The "Destruction of Western Civilization?" Of course! But why let all of

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the above get you down? Learn to "Enjoy the Decline!" "Enjoy the Decline" is mandatory reading for all conservatives, libertarians, Americans, and lovers of freedom who are mourning the slow, but sure death of their culture and their country. America is over. Freedom will be curtailed. Liberty is dead. And above all else, it is inevitable. But the answer is not to get depressed and give up hope. The answer is to change your attitude and learn how to "Enjoy the Decline." You get one life on this planet and Aaron Clarey explains how to get the most out of it even though socialism and tyranny are all around you. From learning how to adapt your psychology to learning to let go and take advantage of the socialist system, "Enjoy the Decline" carries the freedom loving American through the 5 stages of grief and puts them on a path to enjoy their life regardless of what is happening to their beloved America. Dark, macabre, and morose, but truthful, helpful, and practical all the same, it is guaranteed to make you happier than your socialist counterparts even though they have everything they want. Make leftists, liberals, and progressives miserable. Enjoy the Decline!

The very first book on space systems failures written from an engineering perspective. Focuses on the causes of the failures and discusses how the engineering knowledge base has been enhanced by the lessons learned. Discusses non-fatal anomalies which do not affect the ultimate success of a mission, but which are failures nevertheless. Describes engineering aspects of the spacecraft, making this a valuable complementary reference work to conventional engineering texts.

Known in Chinese as Hua-yen and in Japanese as Kegon-kyo, the Avatamsaka Sutra, or Flower Ornament Scripture, is held in the highest regard and studied by Buddhists of all traditions. Through its structure and symbolism, as well as through its concisely stated principles, it conveys a vast range of Buddhist teachings. This one-volume edition contains Thomas Cleary's definitive translation of all thirty-nine books of the sutra, along with an introduction, a glossary, and Cleary's translation of Li Tongxuan's seventh-century guide to the final book, the Gandavyuha, "Entry into the Realm of Reality."

Newnes Guide to TV and Video Technology is a guide to TV and video technology and covers topics ranging from transmission and reception to color decoding, magnetic tape basics and video signals, and signal processing. Tips on care, operation, and maintenance of videotape recorders are given. Block diagrams are used throughout the book. Comprised of 21 chapters, this book begins with an overview of the basic principles of monochrome television, followed by a discussion on the light and color aspects of TV. The reader is then introduced to assembling a color TV outfit by triplicating the "basic" television system and assigning one primary color to each of the three; the principle of chroma encoding and the method of "dovetailing" the chroma and Y signals; transmission and reception; color decoding; and color display devices. VTR principles and circuits are explained in general terms, taking examples from all home formats to illustrate the techniques used. This monograph is aimed at interested laymen, students, and technicians and those in allied fields seeking an insight into the technicalities of TV and VTR practice.

The main aim of this book is to make advanced students of English understand grammatical categories and their inter-relationships. Each section in a chapter is based on the discussion of a grammatical category along with illustrative sentences. This book can be used as a coursebook for BA (Hons) English, B.Ed (English Methods), MA English, M. Phil English, and the Post Graduate Diploma in the teaching of English.

This is a memoir with a difference, Its author, Air Marshal Sir Peter Horsley, was deprived in his earliest years of both parents. The

youngest by several years of a family of seven, he has what he himself describes as 'a miserable start'. Though given a traditional middle-class upbringing through the generosity of relations, his restless spirit led him to leave school and go to sea, living a tough life as a cross between a cadet and a deck hand before escaping once again- on this occasion to join the Royal Air Force on the outbreak of war in 1939. While Peter Horsley's career in the RAF necessarily forms much of the backcloth to his story there is so much more here besides. He sees his life as a house, each room of which marks an incident or period of such intensity that it altered his whole pattern of life thereafter. The corridors between those rooms mark the passage of time. Some of the incidents he describes brought him into great danger and very close to death- as when he survived three days and nights adrift in a rubber dinghy in storm force conditions, having been shot down during a night on the Cherbourg Peninsular and, much more recently, when he and his car were used as the innocent tools in a terrorist gang to bring about the murder of a former officer of the Special Air Service. Others had a deep effect for quite different reasons- such as the seven years in the personal service of Her Majesty the Queen and HRH Prince Philip as Equerry, or his intriguing encounters with psychic phenomena, all true but described in town-to-earth terms which make no attempt to explain the inexplicable. Peter Horsley is an intensely human and sympathetic man and his writing contains many passages of great sensitivity. His description of the storm which so very nearly cost him his life must stand as a classic amongst Second World War stories.

Rev. ed. of: Media and culture. 2nd ed. c2000. Includes bibliographical references (p. 575-582) and index.

If you're like most endurance athletes, you're concerned about your weight. You know that every extra pound slows you down. Matt Fitzgerald's Racing Weight Quick Start Guide applies all the principles of his best-selling book Racing Weight in a detailed set of weight-loss training plans. You will devote 4 to 8 weeks to starting a weight loss of 5, 10, or 20+ pounds. Lose weight quickly by following a schedule of high-intensity workouts and strength training as well as a menu of calorie-restricted, high-protein meals and snacks. Low-volume and high-volume plans make it possible for cyclists, runners, and triathletes with a wide range of experience to maintain their training levels. Replace fat with muscle while keeping your appetite in check. Once you've hit your quick start weight-loss goals, you will continue dropping unwanted pounds using the proven strategies of the Racing Weight program. Zero in on your racing weight through improved diet quality, balanced macronutrient levels, proper timing of meals and snacks, appetite management, and training for lean body composition. The Racing Weight Quick Start Guide will accelerate your season goals so you'll be racing leaner and faster than ever before.

This comprehensive Handbook provides a synthesis of current work and research in media management and economics. The volume has been developed around two primary objectives: assessing the state of knowledge for the key topics in the media management and economics fields; and establishing the research agenda in these areas, ultimately pushing the field in new directions. The Handbook's chapters are organized into parts addressing the theoretical components, key issues, analytical tools, and future directions for research. Each chapter offers the current state of theory and scholarship of a specific area of study, and the volume contributors--all well established in their areas of specialty--represent domestic and international scholarship. With its

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unparalleled breadth of content from expert authors, the Handbook provides background knowledge of the various theoretical dimensions and historical paradigms, and establishes the direction for the next phases of research in this growing arena of study. The Handbook of Media Management and Economics will serve to stimulate future thought and research in the media management and economics disciplines. As such, this volume will be a required reference for students, professors, and industry practitioners for years to come.

This book explains the principal techniques of data mining: for classification, generation of association rules and clustering. It is written for readers without a strong background in mathematics or statistics and focuses on detailed examples and explanations of the algorithms given. This will benefit readers of all levels, from those who use data mining via commercial packages, right through to academic researchers. The book aims to help the general reader develop the necessary understanding to use commercial data mining packages, and to enable advanced readers to understand or contribute to future technical advances. Includes exercises and glossary.

By Machine Project. Edited by Mark Allen, Jason Brown, Liz Glynn.

Do you have a concept for a reality TV show, but aren't sure about the next steps? Loaded with practical, step-by-step advice on the art and business of reality TV producing, and featuring insights from Mark Burnett, Dick Clark, and other top producers, Reality Check takes you from idea to...reality! At age 13, Michael Essany launched a lowly cable access TV talk show from his parents' basement in Valparaiso, Indiana. Fast forward to 2001, and Michael had turned his little talk show, The Michael Essany Show, into a multimillion-dollar project that quickly became one of the most talked about reality television shows. If Michael can do it, so can you. But be prepared for a lot of hard work and a few reality checks. This book includes compelling advice on how to:

- * Better understand the nature, complexities, and potential of the reality genre
- * Physically produce original reality programming
- * Get past the gatekeepers and deliver quality pitches to major networks and production companies
- * Legally protect yourself, your work, and your intellectual property
- * Learn from glories and the gaffes of those who toiled before you
- * Utilize the internet and other multimedia outlets to create and generate revenue from reality programming
- * Avoid the professional pitfalls of the reality TV industry
- * Parlay reality television projects into a successful and enduring career

Throughout the book the authors aim to show how the market can function more efficiently and offer policy recommendations to show how regulatory reform can improve competitiveness at the firm level as well as performance at the industry, national and EU levels.

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