

Dynamic Identities How To Create A Living Brand

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Ergonomics in Design - Francisco Rebelo 2022-07-24

Ergonomics in Design Proceedings of the 13th International Conference on Applied Human Factors and Ergonomics (AHFE 2022), July 24–28, 2022, New York, USA

Perspectives on Design and Digital Communication - Nuno Martins 2020-07-09

This book shares new research findings and practical lessons learned that will foster advances in digital design, communication design, web, multimedia and motion design, graphic design and branding, and other related areas. It gathers the best papers presented at the 3rd International Conference on Digital Design and Communication, DIGICOM 2019, held on November 15–16, 2019, in Barcelos, Portugal. The respective contributions highlight new theoretical perspectives and practical research directions in design and communication, aimed at promoting their use in a global, digital world. The book offers a timely guide and a source of inspiration for designers of all kinds (Graphic, Digital, Web, UI & UX Design and Social Media), for researchers, advertisers, artists, entrepreneurs, and brand or corporate communication managers, and for teachers and advanced students.

The Outsiders - S. E. Hinton 2012-05-15

50 years of an iconic classic! This international bestseller and inspiration for a beloved movie is a heroic story of friendship and belonging. Cover may vary. No one ever said life was easy. But Ponyboy is pretty sure that he's got things figured out. He knows that he can count on his brothers, Darry and Sodapop. And he knows that he can count on his friends—true friends who would do anything for him, like Johnny and Two-Bit. But not on much else besides trouble with the Socs, a vicious gang of rich kids whose idea of a good time is beating up on “greasers” like Ponyboy. At least he knows what to expect—until the night someone takes things too far. *The Outsiders* is a dramatic and enduring work of fiction that laid the groundwork for the YA genre. S. E. Hinton's classic story of a boy who finds himself on the outskirts of regular society remains as powerful today as it was the day it was first published. "The Outsiders transformed young-adult fiction from a genre mostly about prom queens, football players and high school crushes to one that portrayed a darker, truer world." —The New York Times "Taut with tension, filled with drama." —The Chicago Tribune "[A] classic coming-of-age book." —Philadelphia Daily News A New York Herald Tribune Best Teenage Book A Chicago Tribune Book World Spring Book Festival Honor Book An ALA Best Book for Young Adults Winner of the Massachusetts Children's Book Award

Ludic, Co-design and Tools Supporting Smart Learning Ecosystems and Smart Education - Óscar Mealha 2020-09-09

This book presents papers from the 5th International Conference on Smart Learning Ecosystems and Regional Development, which promotes discussions on R&D work, policies, case studies, entrepreneur experiences, with a particular focus on understanding the relevance of smart learning ecosystems for regional development and social innovation, and how the effectiveness of the relation of citizens and smart ecosystems can be boosted. The book explores how technology-mediated instruments can foster citizens' engagement with learning ecosystems and territories, providing insights into innovative human-centric design and development models/techniques, education/training practices, informal social learning, innovative citizen-driven policies, and technology-mediated experiences and their impact. As such, it will inspire the social innovation sectors and ICT, as well as economic development and deployment strategies and new policies for smarter proactive citizens.

National Identity, Popular Culture and Everyday Life - Tim Edensor 2020-06-15

The Millennium Dome, Braveheart and Rolls Royce cars. How do cultural icons reproduce and transform a sense of national identity? How does national identity vary across time and space, how is it contested, and

what has been the impact of globalization upon national identity and culture? This book examines how national identity is represented, performed, spatialized and materialized through popular culture and in everyday life. National identity is revealed to be inherent in the things we often take for granted - from landscapes and eating habits, to tourism, cinema and music. Our specific experience of car ownership and motoring can enhance a sense of belonging, whilst Hollywood blockbusters and national exhibitions provide contexts for the ongoing, and often contested, process of national identity formation. These and a wealth of other cultural forms and practices are explored, with examples drawn from Scotland, the UK as a whole, India and Mauritius. This book addresses the considerable neglect of popular cultures in recent studies of nationalism and contributes to debates on the relationship between 'high' and 'low' culture.

Dynamic Identities - Irene van Nes 2013-12-31

How to produce brand identities that are alive, with the ability to morph into new versions based on outside influences.

Problematizing Identity - Angel M. Y. Lin 2013-05-13

This book argues that identity as a term needs to be problematized, not taken for granted - for both the risks and the potential that the concept offers to educators for understanding issues of social inequality and how social inequality is being reproduced, and for exploring possible alternative ways educators can work with identity de/formation processes to seek to break the social reproduction structures mediated through identity fixing and essentialization. It provides some of the meta-language and theoretical, analytical tools to embark on such a practice of making the familiar strange, problematizing the taken-for-granted, and uncovering the linguistic, discursive, and cultural processes that serve to subordinate some people while privileging others. The chapters are organized around three themes: Identity, Class, and Difference; Gender, Ethnicity, and Education; and Gender, Ethnicity, and Language. The diverse sociocultural contexts in which the data and analyses are situated help to illustrate symbolic struggles and identity politics that are being engaged in by peoples in different cultures, languages, and societies of the world, offering insights from multidisciplinary, trans-cultural, and trans-local perspectives. By offering a comprehensive integration and clarification/ delineation of the different ways identity has been thought about and used in different theoretical traditions, and discussing the implications of different theoretical senses of "identity" for language educators, this volume will be useful to undergraduate and graduate students, researchers, and educators in sociolinguistics, applied linguistics, discourse analysis, sociology, education, gender studies, and cultural and media studies.

Designing Brand Identity - Alina Wheeler 2012-10-11

A revised new edition of the bestselling toolkit for creating, building, and maintaining a strong brand From research and analysis through brand strategy, design development through application design, and identity standards through launch and governance, *Designing Brand Identity*, Fourth Edition offers brand managers, marketers, and designers a proven, universal five-phase process for creating and implementing effective brand identity. Enriched by new case studies showcasing successful world-class brands, this Fourth Edition brings readers up to date with a detailed look at the latest trends in branding, including social networks, mobile devices, global markets, apps, video, and virtual brands. Features more than 30 all-new case studies showing best practices and world-class Updated to include more than 35 percent new material Offers a proven, universal five-phase process and methodology for creating and implementing effective brand identity

Dynamic Logo - Xianwei Lin 2013

With the continuing development of corporate ideas and the emergence of companies with complex range of activities, the dynamic (or multiform) brand identity has thus become a popular solution to express the multi-

layered concepts behind a brand. Dynamic brand refers to an identity rooted in a unified, rational visual design structure that changes with its application environment. Though difficult to design, they are often vivid and alluring, leaving a lasting impression. This book is a collection of dynamic brand identities, presenting the latest from around the world industry by industry. Aside from the design works themselves, this book also presents the creative background behind their design, allowing the reader to gain a deeper understanding of their origins. This book provides us with new knowledge and a new window into high-end design ideas.

Advances in Ergonomics in Design - Francisco Rebelo 2019-06-03

This book provides readers with a timely snapshot of ergonomics research and methods applied to the design, development and prototyping – as well as the evaluation, training and manufacturing – of products, systems and services. Combining theoretical contributions, case studies, and reports on technical interventions, it covers a wide range of topics in ergonomic design including: ecological design; cultural and ethical aspects in design; Interface design, user involvement and human-computer interaction in design; as well as design for accessibility and many others. The book particularly focuses on new technologies such as virtual reality, state-of-the-art methodologies in information design, and human-computer interfaces. Based on the AHFE 2019 International Conference on Ergonomics in Design, held on July 24-28, 2019, Washington D.C., USA, the book offers a timely guide for both researchers and design practitioners, including industrial designers, human-computer interaction and user experience researchers, production engineers and applied psychologists.

It's Complicated - Danah Boyd 2014-02-25

Surveys the online social habits of American teens and analyzes the role technology and social media plays in their lives, examining common misconceptions about such topics as identity, privacy, danger, and bullying.

Perspectives on Music, Sound and Musicology - Luísa Correia Castilho 2021-09-30

This book gathers a set of works highlighting significant advances in the areas of music and sound. They report on innovative music technologies, acoustics, findings in musicology, new perspectives and techniques for composition, sound design and sound synthesis, and methods for music education and therapy. Further, they cover interesting topics at the intersection between music and computing, design and social sciences. Chapters are based on extended and revised versions of the best papers presented during the 6th and 7th editions of EIMAD–Meeting of Research in Music, Arts and Design, held in 2020 and 2021, respectively, at the School of Applied Arts in Castelo Branco, Portugal. All in all, this book provides music researchers, educators and professionals with authoritative information about new trends and techniques, and a source of inspiration for future research, practical developments, and for establishing collaboration between experts from different fields.

Living Clean: The Journey Continues - Fellowship of Narcotics Anonymous 2012

Interaction Design - Jamie Steane 2018-01-25

Interaction Design explores common pitfalls, effective workflows and innovative development techniques in contemporary interaction design by tracking projects from initial idea to the critical and commercial reception of the finished project. The book is divided into six chapters, each focusing on different aspects of the interaction design industry. Exploring design projects from around the world, the authors include examples of the processes and creative decisions behind: – Apps, games and websites – Responsive branding – Complex, large-scale services – Interactive museum installations – Targeted promotions – Digital products which influence real-world situations Each case study includes behind-the-scenes development design work, interviews with key creatives and workshop projects to help you start implementing the techniques and working practices discussed in your own interaction design projects. From immersive tourist experiences, to apps which make day-to-day life easier, the detailed coverage of the design process shows how strategists, creatives and technologists are working with interactive technologies to create the engaging projects of the future.

Dynamic Belonging - Harvey E. 2011-12-30

World Jewry today is concentrated in the US and Israel, and while distinctive Judaic approaches and practices have evolved in each society, parallels also exist. This volume offers studies of substantive and creative aspects of Jewish belonging. While research in Israel on Judaism has stressed orthodox or "extreme" versions of religiosity, linked to institutional life and politics, moderate and less systematized expressions

of Jewish belonging are overlooked. This volume explores the fluid and dynamic nature of identity building among Jews and the many issues that cut across different Jewish groupings. An important contribution to scholarship on contemporary Jewry, it reveals the often unrecognized dynamism in new forms of Jewish identification and affiliation in Israel and in the Diaspora.

Design, Visual Communication and Branding - Daniel Raposo 2022-02-17

This book highlights how digital communication has brought about changes in branding, namely in design, the media, communication languages, the relationship with audiences, experience design, behaviour, culture, and brand management mechanisms. On the other hand, as it argues, artificial intelligence has opened the door to other ways of dealing with big data and communicating with mass audiences, through the customization of messages or a one-to-one logic. Overall, the book shows that the intersections between digital communication and artificial intelligence point towards a new reality in brand communication, which includes computer vision, pattern recognition, and changes in the design business and in the way communication design and branding are done.

A Separate Peace - John Knowles 1969

"Finny and Gene are unlikely friends. Finny, a natural athlete exudes confidence and daring whilst Gene, the scholar, tags quietly along. But little by little, Gene comes to resent his best friend and at the old tree by the river, a split-second decision will change both their lives forever..."-- Cover.

Blended - Sharon M. Draper 2018-10-30

Eleven-year-old Isabella's blended family is more divided than ever in this "timely but genuine" (Publishers Weekly) story about divorce and racial identity from the award-winning and New York Times bestselling author of *Out of My Mind*, Sharon M. Draper. Eleven-year-old Isabella's parents are divorced, so she has to switch lives every week: One week she's Isabella with her dad, his girlfriend Anastasia, and her son Darren living in a fancy house where they are one of the only black families in the neighborhood. The next week she's Izzy with her mom and her boyfriend John-Mark in a small, not-so-fancy house that she loves. Because of this, Isabella has always felt pulled between two worlds. And now that her parents are divorced, it seems their fights are even worse, and they're always about HER. Isabella feels completely stuck in the middle, split and divided between them more than ever. And she is beginning to realize that being split between Mom and Dad involves more than switching houses, switching nicknames, switching backpacks: it's also about switching identities. Her dad is black, her mom is white, and strangers are always commenting: "You're so exotic!" "You look so unusual." "But what are you really?" She knows what they're really saying: "You don't look like your parents." "You're different." "What race are you really?" And when her parents, who both get engaged at the same time, get in their biggest fight ever, Isabella doesn't just feel divided, she feels ripped in two. What does it mean to be half white or half black? To belong to half mom and half dad? And if you're only seen as half of this and half of that, how can you ever feel whole? It seems like nothing can bring Isabella's family together again—until the worst thing happens. Isabella and Darren are stopped by the police. A cell phone is mistaken for a gun. And shots are fired.

The Power - Naomi Alderman 2017-10-10

In this stunning bestseller praised as "our era's *Handmaid's Tale*," a fierce new power has emerged—and only women have it (Washington Post). In *The Power*, the world is a recognizable place: there's a rich Nigerian boy who lounges around the family pool; a foster kid whose religious parents hide their true nature; an ambitious American politician; a tough London girl from a tricky family. But then a vital new force takes root and flourishes, causing their lives to converge with devastating effect. Teenage girls now have immense physical power: they can cause agonizing pain and even death. And, with this small twist of nature, the world drastically resets. From award-winning author Naomi Alderman, *The Power* is speculative fiction at its most ambitious and provocative, at once taking us on a thrilling journey to an alternate reality, and exposing our own world in bold and surprising ways. "Captivating, fierce, and unsettling...I was riveted by every page. Alderman's prose is immersive and, well, electric." —New York Times Book Review

Parenting Matters - National Academies of Sciences, Engineering, and Medicine 2016-11-21

Decades of research have demonstrated that the parent-child dyad and the environment of the family—“which includes all primary caregivers”—are at the foundation of children's well-being and healthy development. From birth, children are learning and rely on parents and the other caregivers in their lives to protect and care for them. The impact

of parents may never be greater than during the earliest years of life, when a child's brain is rapidly developing and when nearly all of her or his experiences are created and shaped by parents and the family environment. Parents help children build and refine their knowledge and skills, charting a trajectory for their health and well-being during childhood and beyond. The experience of parenting also impacts parents themselves. For instance, parenting can enrich and give focus to parents' lives; generate stress or calm; and create any number of emotions, including feelings of happiness, sadness, fulfillment, and anger. Parenting of young children today takes place in the context of significant ongoing developments. These include: a rapidly growing body of science on early childhood, increases in funding for programs and services for families, changing demographics of the U.S. population, and greater diversity of family structure. Additionally, parenting is increasingly being shaped by technology and increased access to information about parenting. Parenting Matters identifies parenting knowledge, attitudes, and practices associated with positive developmental outcomes in children ages 0-8; universal/preventive and targeted strategies used in a variety of settings that have been effective with parents of young children and that support the identified knowledge, attitudes, and practices; and barriers to and facilitators for parents' use of practices that lead to healthy child outcomes as well as their participation in effective programs and services. This report makes recommendations directed at an array of stakeholders, for promoting the wide-scale adoption of effective programs and services for parents and on areas that warrant further research to inform policy and practice. It is meant to serve as a roadmap for the future of parenting policy, research, and practice in the United States.

Intractable Conflicts and Their Transformation - Louis Kriesberg
1989-11-01

Dynamic Identities in Cultural and Public Context - Ulrike Felsing
2009-10-07

This publication studies methods for creating flexible looks for public and cultural institutions. The conventional logos traditionally used by companies are the result of a unique process of compression and abstraction. By contrast, flexible looks do not conceal their diverse components in their logo but instead from a complex family of symbols from them. In the combination of a basic logo and a family of symbols, the look is in a position to represent the general (the philosophy of the institution, the program) and the specific (e.g., changing exhibitions and events). The author describes the effect and potential of looks and offers general criteria that distinguish fully developed, dynamic looks. The subject is also presented in the form of artistic projects and with reference examples from the natural sciences and the humanities. Case studies of famous designers such as Karl Gerstner and Ruedi Baur enhance the analysis

Race, Identity, and Representation in Education - Warren Crichlow
2013-05-13

This stunning new edition retains the book's broad aims, intended audience, and multidisciplinary approach. New chapters take into account the more current backdrop of globalization, particularly events such as 9/11, and attendant developments that make a reconsideration of race relations in education quite urgent.

How Places Make Us - Japonica Brown-Saracino 2018

Maybe we've had enough of studies of gay men and urban centers, tracing out the similarities from one place to the next. Japonica Brown-Saracino bucks the trend, giving us the first in-depth study of lesbians (and bisexual/queer women more generally), showing how four contrasting communal cultures have shaped their identity. Individual lesbian residents shape the culture of sexual identity they embrace, based at the same time on the prevailing culture in the city they inhabit. And the consequence is that the same woman will develop a different version of lesbian identity depending on which of the four cities she moves into. Those cities are: Ithaca, New York; San Luis Obispo, California; Greenfield, Massachusetts; and Portland, Maine. She identifies them in the book (a rare move for ethnographers), thus insuring a coast-to-coast readership, with lots of debate. This book advances, in almost equal measure, sexuality and gender studies, theories of identity, theories of place, and urban sociology. Each city has its own loose bundles or connections between residents, whether it's the taste-based ties in Ithaca, or the ties in San Luis Obispo that cut across demographics, or the conversations about identity that prevail in Portland, or the emphasis Greenfield on other dimensions of the self (e.g., profession, politics, or life stage, such as motherhood). Along the way, Brown-Saracino poses a set of questions from urban sociology about migration, residential choice, and

community change processes that students of cities rarely apply to sexual minority populations.

Designing Your Life - Bill Burnett 2016-09-20

#1 NEW YORK TIMES BEST SELLER • At last, a book that shows you how to build—design—a life you can thrive in, at any age or stage Designers create worlds and solve problems using design thinking. Look around your office or home—at the tablet or smartphone you may be holding or the chair you are sitting in. Everything in our lives was designed by someone. And every design starts with a problem that a designer or team of designers seeks to solve. In this book, Bill Burnett and Dave Evans show us how design thinking can help us create a life that is both meaningful and fulfilling, regardless of who or where we are, what we do or have done for a living, or how young or old we are. The same design thinking responsible for amazing technology, products, and spaces can be used to design and build your career and your life, a life of fulfillment and joy, constantly creative and productive, one that always holds the possibility of surprise.

Textiles, Identity and Innovation: Design the Future - Gianni Montagna 2018-10-03

D_TEX presents itself as a starting point at a crossroads of ideas and debates around the complex universe of Textile Design in all its forms, manifestations and dimensions. The textile universe, allied to mankind since its beginnings, is increasingly far from being an area of exhausted possibilities, each moment proposing important innovations that need a presentation, discussion and maturation space that is comprehensive and above all inter- and transdisciplinary. Presently, the disciplinary areas where the textile area is present are increasing and important, such as fashion, home textiles, technical clothing and accessories, but also construction and health, among others, and can provide new possibilities and different disciplinary areas and allowing the production of new knowledge. D_TEX proposes to join the thinking of design, with technologies, tradition, techniques, and related areas, in a single space where ideas are combined with the technique and with the projectual and research capacity, thus providing for the creation of concepts, opinions, associations of ideas, links and connections that allow the conception of ideas, products and services. The interdisciplinary nature of design is a reality that fully reaches the textile material in its essence and its practical application, through the synergy and contamination by the different interventions that make up the multidisciplinary teams of research. The generic theme of D_TEX Textile Design Conference 2017, held at Lisbon School of Architecture of the University of Lisbon, Portugal on November 2-4, 2017, is Design the Future, starting from the crossroads of ideas and debates, a new starting point for the exploration of textile materials, their identities and innovations in all their dimensions.

Perspective on Design - Daniel Raposo 2019-11-23

This book presents the outcomes of recent endeavors that are expected to foster significant advances in the areas of communication design, fashion design, interior design, and product design, as well as overlapping areas. The fourteen chapters highlight carefully selected contributions presented during the 6th EIMAD conference, held on February 22–23, 2018 at the School of Applied Arts, Campus da Talagueira, in Castelo Branco, Portugal. They report on outstanding advances that offer new theoretical perspectives and practical research directions in design, and which are aimed at fostering communication in a global, digital world, while also addressing key individual and societal needs.

Descriptive Inquiry in Teacher Practice - Cara E. Furman 2021

What does it mean to teach for human dignity? How does one do so? This practical book shows how the leaders at four urban public schools used a process called Descriptive Inquiry to create democratic schools that promote and protect human dignity. The authors argue that teachers must attend to who a child is and find a way to create classrooms that allow everyone to feel safe and express ideas. Responding to the perennial question of how to cultivate teachers, they offer an approach that attends to both ethical development and instructional methods. They also provide a way forward for school leaders seeking to listen to, and provide guidance for, their staff. At its core, Descriptive Inquiry in Teacher Practice champions a commitment to schools as places in which children, teachers, and leaders can learn how to live and work well together. Book Features: 679;;Illustrates how to take an inquiry stance toward the difficult issues that educators face every day. 679;;Examines how themes regularly addressed in foundations can be used to improve schools. 679;;Includes engaging portraits of progressive urban schools that showcase the qualities of the leaders that guide them. 679;;Demonstrates the power of a progressive and humanistic education for children of color and for those from lower-income backgrounds.

Mountains Beyond Mountains - Tracy Kidder 2009-08-25

NEW YORK TIMES BESTSELLER • “[A] masterpiece . . . an astonishing book that will leave you questioning your own life and political views.”—USA Today “If any one person can be given credit for transforming the medical establishment’s thinking about health care for the destitute, it is Paul Farmer. . . . [Mountains Beyond Mountains] inspires, discomforts, and provokes.”—The New York Times (Best Books of the Year) In medical school, Paul Farmer found his life’s calling: to cure infectious diseases and to bring the lifesaving tools of modern medicine to those who need them most. Tracy Kidder’s magnificent account shows how one person can make a difference in solving global health problems through a clear-eyed understanding of the interaction of politics, wealth, social systems, and disease. Profound and powerful, Mountains Beyond Mountains takes us from Harvard to Haiti, Peru, Cuba, and Russia as Farmer changes people’s minds through his dedication to the philosophy that “the only real nation is humanity.” WINNER OF THE LETTRE ULYSSES AWARD FOR THE ART OF REPORTAGE This deluxe paperback edition includes a new Epilogue by the author

Dynamics of Industrial Revolution 4.0: Digital Technology

Transformation and Cultural Evolution - Ratri Wulandari 2021-08-25

The 7th Bandung Creative Movement conference presented the theme “Dynamics of Industrial Revolution 4.0” which discussed how the digital world and connectivity changed human culture in various aspects of life, and transformed in accordance to human needs and social culture. Digital technology has transformed society to serve people from manufacturing needs to smart cities, from network connectivity to people connectivity. The application of information technology has helped in improving live quality and environmental sustainability. Digital transformation is revolutionizing how businesses and workers interconnect to be more productive and efficient. The result is improved collaboration, faster processes and time-to-market, lower costs and better products. Devices are getting smarter, meaning they are able to perform more and more tasks without human intervention; moreover, these devices generate data that provide insights to further improve processes and gain greater efficiencies. Moreover, with the Internet of Things (IoT), all these smart devices are interconnected in ways that not only help make them even smarter, but also enhances the intelligence of the overall system. Digital technology is a formidable driver for the transformation of a highly carbon-dependent world into one that is more ecologically ‘smart.’ We are entering a new era of environmental innovation that is driving better alignment between technology and environmental goals. Since its first announcement in 2011, industrial revolution 4.0 has dynamically changed and transformed to adjust itself to the human needs and to serve more efficiency and effectiveness of everyday life as well as environmental enhancement. The 7th Bandung Creative Movement has brought forward discussions on dynamic changes, ups and downs, innovations, relations of industrial revolution of the internet of thing, data, automation, to human physical world, new art and aesthetic, business, product innovation, built environment, and education.

Understanding Organizations - Udo Staber 2013-03-15

Electronic Inspection Copy available for instructors here Understanding Organizations: Theories and Images introduces students to the key principles of understanding, designing, and managing organizations in an accessible and practical way. The book provides a conceptual toolkit containing the essential models, theories and concepts needed for working in, managing and evaluating organizations. Key Features: Insightful anecdotes discuss how for- and not-for profit organizations fit within our current society from a social and economic perspective. Theoretical framework and multi-perspective approach focuses on economics, institutionalism and evolution theory highlighting the relationship between organizations, employees and the broader society. Research-focused approach analyses organizational phenomena in light of recent studies. This textbook is ideal for undergraduates and postgraduates studying general management, organizational theory, organizational design, and organizational sociology. Visit the Companion Website at www.sagepub.co.uk/staber

The Oxford Handbook of Multicultural Identity - Veronica Benet-Martinez 2015-08-01

Multiculturalism is a prevalent worldwide societal phenomenon. Aspects of our modern life, such as migration, economic globalization, multicultural policies, and cross-border travel and communication have made intercultural contacts inevitable. High numbers of multicultural individuals (23-43% of the population by some estimates) can be found in many nations where migration has been strong (e.g., Australia, U.S., Western Europe, Singapore) or where there is a history of colonization (e.g., Hong

Kong). Many multicultural individuals are also ethnic and cultural minorities who are descendants of immigrants, majority individuals with extensive multicultural experiences, or people with culturally mixed families; all people for whom identification and/or involvement with multiple cultures is the norm. Despite the prevalence of multicultural identity and experiences, until the publication of this volume, there has not yet been a comprehensive review of scholarly research on the psychological underpinning of multiculturalism. The Oxford Handbook of Multicultural Identity fills this void. It reviews cutting-edge empirical and theoretical work on the psychology of multicultural identities and experiences. As a whole, the volume addresses some important basic issues, such as measurement of multicultural identity, links between multilingualism and multiculturalism, the social psychology of multiculturalism and globalization, as well as applied issues such as multiculturalism in counseling, education, policy, marketing and organizational science, to mention a few. This handbook will be useful for students, researchers, and teachers in cultural, social, personality, developmental, acculturation, and ethnic psychology. It can also be used as a source book in advanced undergraduate and graduate courses on identity and multiculturalism, and a reference for applied psychologists and researchers in the domains of education, management, and marketing.

Difficult Conversations - Douglas Stone 2010-11-02

The 10th-anniversary edition of the New York Times business bestseller—now updated with “Answers to Ten Questions People Ask” We attempt or avoid difficult conversations every day—whether dealing with an underperforming employee, disagreeing with a spouse, or negotiating with a client. From the Harvard Negotiation Project, the organization that brought you Getting to Yes, Difficult Conversations provides a step-by-step approach to having those tough conversations with less stress and more success. you'll learn how to: · Decipher the underlying structure of every difficult conversation · Start a conversation without defensiveness · Listen for the meaning of what is not said · Stay balanced in the face of attacks and accusations · Move from emotion to productive problem solving

Perspectives on Design and Digital Communication III - Nuno Martins 2022-09-18

This book gathers new empirical findings fostering advances in the areas of digital and communication design, web, multimedia and motion design, graphic design, branding, and related ones. It includes original contributions by authoritative authors based on the best papers presented at the 5th International Conference on Digital Design and Communication, Digicom 2021, together with some invited chapters written by leading international researchers. They report on innovative design strategies supporting communication in a global, digital world, and addressing, at the same time, key individual and societal needs. This book is intended to offer a timely snapshot of technologies, trends and challenges in the area of design, communication and branding, and a bridge connecting researchers and professionals of different disciplines, such as graphic design, digital communication, corporate, UI Design and UX design.

Brand Management - Tilde Heding 2020-05-10

Brand Management: Mastering Research, Theory and Practice is a valuable resource for those looking to understand how a brand can be conceptualized and thus managed in all its complexity. Going beyond the 'quick fixes' of branding, it offers a comprehensive overview of brand management theories from the last 35 years. A highly regarded textbook, this fully updated third edition brings fresh perspectives on the latest research in, and analysis of, the various approaches to brand management. More than 1,000 academic sources have been carefully divided into a taxonomy with eight schools of thought – offering depth, breadth and precision to one of the most elusive management disciplines of our time. Perfectly marrying theory with practice, this comprehensive text is particularly useful for advanced undergraduate and postgraduate students of brand management, strategy and marketing.

Place, Identity and Everyday Life in a Globalizing World - Harvey Perkins 2017-09-16

How do our everyday environments inform our activities, routines and encounters? In what way has globalization affected the sites in which we work, relax and interact? Is there still a place for local identity in a globalized age? This book examines the ways in which we use local spaces and global processes to shape our identities. Showing how enhanced tourism, communication developments and increased diversity have effected the way we live every day, the text also explains how individuals, communities and cities react to such globalizing forces on a local level. Each chapter unravels complex connections between place,

identity and global processes, and carefully outlines what core theory can tell us about key contemporary debates, including surveillance, environmental change and sustainability. Taking examples from urban and rural life, shopping malls and virtual worlds, the book encourages us to look at our immediate surroundings in a sociological light. Highlighting the interdependence of space and society in a rapidly changing world, this text is essential reading for those studying place and identity in Sociology, Cultural Studies, Geography, Urban Studies and Rural Studies.

Logograma - Wang Shaoqiang 2015-02-25

This book presents the dynamism of logo design and how it evolves to adapt to new realities.

Rebound - Kwame Alexander 2018-04-02

From the New York Times best-selling author Kwame Alexander comes *Rebound*, the dynamic prequel to his Newbery Award-winning novel in verse, *The Crossover*. Before Josh and Jordan Bell were streaking up and down the court, their father was learning his own moves. Chuck Bell takes center stage as readers get a glimpse of his childhood and how he became the jazz music worshipping, basketball star his sons look up to. A novel in verse with all the impact and rhythm readers have come to expect from Kwame Alexander, *Rebound* goes back in time to visit the childhood of Chuck "Da Man" Bell during one pivotal summer when young Charlie is sent to stay with his grandparents where he discovers

basketball and learns more about his family's past.

The Promise of Adolescence - National Academies of Sciences, Engineering, and Medicine 2019-07-26

Adolescence—beginning with the onset of puberty and ending in the mid-20s—is a critical period of development during which key areas of the brain mature and develop. These changes in brain structure, function, and connectivity mark adolescence as a period of opportunity to discover new vistas, to form relationships with peers and adults, and to explore one's developing identity. It is also a period of resilience that can ameliorate childhood setbacks and set the stage for a thriving trajectory over the life course. Because adolescents comprise nearly one-fourth of the entire U.S. population, the nation needs policies and practices that will better leverage these developmental opportunities to harness the promise of adolescence—rather than focusing myopically on containing its risks. This report examines the neurobiological and socio-behavioral science of adolescent development and outlines how this knowledge can be applied, both to promote adolescent well-being, resilience, and development, and to rectify structural barriers and inequalities in opportunity, enabling all adolescents to flourish.

Race, Identity, and Representation in Education - Cameron McCarthy 2005
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