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Advertising, Promotion, and other aspects of Integrated Marketing Communications - J. Craig Andrews 2017-06-08 Readers explore all aspects of marketing communications, from time-honored methods to the newest developments in the field with the market-leading ADVERTISING, PROMOTION, AND OTHER ASPECTS OF INTEGRATED MARKETING COMMUNICATIONS, 10E. Comprehensive treatment of the fundamentals focuses on advertising and promotion, including planning, branding, consumer behavior, media buying, public relations, packaging, POP communications, and personal selling. Emerging topics get special attention as readers study today's popularity of apps, social media outlets, online and digital practices, and viral communications, as well as their impact on traditional marketing. Revisions to this most current IMC book on the market address must-know changes to environmental, regulatory, and ethical issues; marcom insights; place-based applications; privacy; global marketing; and, of course, memorable advertising campaigns. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.
Forest and Stream - 1902

The Playmaker's Advantage - Leonard Zaichkowsky 2018-06-12 Discover the next frontier in sports training—improving your mental game, no matter your age or experience—and how to become the Playmaker, both in your professional and personal life. Coaches search for it. Parents dream of it. Fans love it. Athletes want it. The playmaker on any sports team possesses it: an elusive, intangible quality combining anticipation, perception, and decision-making skills. This quality raises their game above the competition and allows them to pass when no one else can, anticipate the movement of opponents, avoid costly mental mistakes, and ultimately, hold the team together. Now, for the first time, cognitive science research is revealing the secrets of the playmaker's keen sense of awareness. Just as tests of speed, strength, and agility have provided a baseline of physiological biomarkers, coaches can now capture cognitive metrics including attention, pattern recognition, anticipation, and the ability to take quick, decisive action during the chaos of competition. The Playmaker's Advantage is a groundbreaking book that will educate athletes of all ages about this essential creative capability in an accessible, easy to understand method.
Neuroergonomics - Hasan Ayaz 2018-11-21 Neuroergonomics: The Brain at Work and in Everyday Life details the methodologies that are useful for keeping an ideal human-machine system up-to-date, along with information on how to prevent potential overload and minimize errors. It discusses neural measures and the proper methods and technologies to maximize performance, thus providing a resource for neuroscientists who want to learn more about the technologies and real-time tools that can help them assess cognitive

and motivational states of human operators and close the loop for advanced human-machine interaction. With the advent of new and improved tools that allow monitoring of brain activity in the field and better identification of neurophysiological markers that can index impending overload or fatigue, this book is a timely resource on the topic. Includes neurobiological models to better understand risky decision-making and cognitive countermeasures, augmented cognition, and brain stimulations to enhance performance and mitigate human error Features innovative methodologies and protocols using psychophysiological measurements and brain imaging techniques in realistic operational settings Discusses numerous topics, including cognitive performance in psychological and neurological disorders, brain computer interfaces (BCI), and human performance monitoring in ecological conditions, virtual reality, and serious gaming

Cursemancer - Patricia Jones 2018-10-25
What would you do if you woke from a magical coma and found out you'd lost forty years of your memories?Noah woke from a magical coma, losing 40 years of his memories. Even his body is not up to coping with this, so his only choice is to live in a VR-MMORPG game that would heal his brain and mind and help him recover his memories.He accepts reality and decides to enter the game, but instead of a lush, beautiful human town, Noah is thrown into a cursed demon town. Now every demon wants to kill him.There is no going back or hope of respawn in a human town. His starting location is fixed, and he has to somehow make his way through the nasty demon towns that sprawl between the cursed demon town and the nearest human city.Join Noah in his epic adventure of BlackFlame Online.

Experience on Demand: What Virtual Reality Is, How It Works, and What It Can Do - Jeremy Bailenson 2018-01-30
"If you want to understand the most immersive new communications medium to come along since cinema... I'd suggest starting with Mr. Bailenson's [book]." —Wall Street Journal Virtual reality is able to effectively blur the line between reality and illusion, granting us access to any experience imaginable. These experiences, ones that the brain is convinced are real, will soon be available everywhere. In Experience on Demand, Jeremy Bailenson draws upon two decades spent researching the psychological effects of VR to help readers understand its upsides and possible downsides. He offers expert guidelines for interacting with VR, and describes the profound ways this technology can be put to use to hone our performance, help us recover from trauma, improve our learning, and even enhance our empathic and imaginative capacities so that we treat others and ourselves better.

Games and Gamification in Market Research - Betty Adamou 2018-11-03
Games are the most engaging medium of all time: they harness storytelling and heuristics, drive emotion and push the evolution of technology in a way that no other platform has or can. It's no surprise, then, that games and gamification are revolutionizing the market research industry, offering opportunities to reinvigorate the notoriously sluggish engagement levels seen in traditional surveying methods. This not only improves data quality, but offers untapped insights unattainable through traditional methods. Games and Gamification in Market Research shows readers how to design ResearchGames and Gamified Surveys that will intrinsically engage participants and how best to use these methodologies to become, and stay, commercially competitive. In a world where brands and organizations are increasingly interested in the feelings and contexts that drive consumer choices, Games and Gamification in Market Research gives readers the skills to use the components in games to encourage play and observe consumer behaviours via simulations for predictive modelling. Written by Betty Adamou, the UK's leading research game designer and named as one of seven women shaping the future of market research, it explains the ways in which these methodologies will evolve with technologies such as virtual reality and artificial intelligence, and how it will shape research careers. Alongside a companion website, this book provides a fully immersive and fascinating overview of game-based research.

Rethinking Virtual Places - Erik M. Champion 2021-11-30
How would the humanities change if we grappled with the ways in which

digital and virtual places are designed, experienced, and critiqued? In Rethinking Virtual Places, Erik Malcolm Champion draws from the fields of computational sciences and other place-related disciplines to argue for a more central role for virtual space in the humanities. For instance, recent developments in neuroscience could improve our understanding of how people experience, store, and recollect place-related encounters. Similarly, game mechanics using virtual place design might make digital environments more engaging and learning content more powerful and salient. In addition, Champion provides a brief introduction to new and emerging software and devices and explains how they help, hinder, or replace our traditional means of designing and exploring places. Perfect for humanities scholars fascinated by the potential of virtual space, Rethinking Virtual Places challenges both traditional and recent evaluation methods to address the complicated problem of understanding how people evaluate and engage with the notion of place.
The Blue Book of Grammar and Punctuation - Lester Kaufman 2021-04-16
The bestselling workbook and grammar guide, revised and updated! Hailed as one of the best books around for teaching grammar, The Blue Book of Grammar and Punctuation includes easy-to-understand rules, abundant examples, dozens of reproducible quizzes, and pre- and post-tests to help teach grammar to middle and high schoolers, college students, ESL students, homeschoolers, and more. This concise, entertaining workbook makes learning English grammar and usage simple and fun. This updated 12th edition reflects the latest updates to English usage and grammar, and includes answers to all reproducible quizzes to facilitate self-assessment and learning. Clear and concise, with easy-to-follow explanations, offering "just the facts" on English grammar, punctuation, and usage Fully updated to reflect the latest rules, along with even more quizzes and pre- and post-tests to help teach grammar Ideal for students from seventh grade through adulthood in the US and abroad For anyone who wants to understand the major rules and subtle guidelines of English grammar and usage, The Blue Book of Grammar and Punctuation offers comprehensive, straightforward instruction.

Killobyte - Piers Anthony 1994
With the magic of Killobyte, a wheelchair-bound cop stands and fights an army of sorcerers, a heartbroken girl heals her pain through role-playing, and a mystery player satisfies his urge to kill. Reprint.
Virtual Reality for Sensorimotor Rehabilitation of Neurological Health Conditions Across the Lifespan - Carlos Bandeira de Mello Monteiro 2022-01-13

The Umbrella Conspiracy - S. D. Perry 1998
When a remote mountain community is suddenly beset by a rash of grisly murders, the Special Tactics and Rescue Squad--a paramilitary unit--is dispatched to investigate
Goldmine Record Album Price Guide - Dave Thompson 2019-04-02
Just like you, Goldmine is passionate about vinyl. It rocks our world. So trust us when we say that the Goldmine Record Album Price Guide is a vinyl collector's best friend. Inside these pages you'll find the latest pricing and identification information for rock, pop, alternative, jazz and country albums valued at $10 or more. And that's just for starters. Goldmine Record Album Price Guide features: • Updated prices for more than 100,000 American vinyl LPs released since 1948. • A detailed explanation of the Goldmine Grading Guide, the industry standard. • Tips to help you accurately grade and value your records--including promo pressings. • An easy-to-use, well-organized format. Whether you're new to the scene or a veteran collector, Goldmine Record Album Price Guide is here to help!
Roster, Legislatures of Hawaii, 1841-1918 - 1918

Women in Gaming: 100 Professionals of Play - Meagan Marie 2018-12-04
Women in Gaming: 100 Professionals of Play is a celebration of female accomplishments in the video game industry, ranging from high-level executives to programmers to cosplayers. This insightful and celebratory book highlights women who helped to establish the industry, women who disrupted it, women who fight to diversify it, and young women who will

someday lead it. Featuring household names and unsung heroes, each individual profiled is a pioneer in their own right. Key features in this book include: *100 Professionals of Play: Interviews and Special Features with 100 diverse and prominent women highlighting their impact on the gaming industry in the fields of design, programming, animation, marketing, voiceover, and many more. *Pro Tips: Practical and anecdotal advice from industry professionals for young adults working toward a career in the video game industry. *Essays: Short essays covering various topics affecting women in gaming related careers, including "Difficult Women: The Importance of Female Characters Who Go Beyond Being Strong," "NPC: On Being Unseen in the Game Dev Community," and "Motherhood and Gaming: How Motherhood Can Help Rather Than Hinder a Career." *"A Day in the Life of" Features: An inside look at a typical day in the gaming industry across several vocations, including a streamer, a voice actor, and many more.

Designing, Deploying, and Evaluating Virtual and Augmented Reality in Education - Akcayir, Gokce 2020-10-23
Augmented reality (AR) and virtual reality (VR) provide flexibility in education and have become widely used for the promotion of multimedia learning. This use coincides with mobile devices becoming prevalent, VR devices becoming more affordable, and the creation of user-friendly software that allows the development of AR/VR applications by non-experts. However, because the integration of AR and VR into education is a fairly new practice that is only in its initial stage, these processes and outcomes need to be improved. Designing, Deploying, and Evaluating Virtual and Augmented Reality in Education is an essential research book that presents current practices and procedures from different technology-implementation stages (design, deployment, and evaluation) to help educators use AR/VR applications in their own teaching practices. The book provides comprehensive information on AR and VR applications in different educational settings from various perspectives including but not limited to mobile learning, formal/informal learning, and integration strategies with practical and/or theoretical implications. Barriers and challenges to their implementation that are currently faced by educators

are also addressed. This book is ideal for academicians, instructors, curriculum designers, policymakers, instructional designers, researchers, education professionals, practitioners, and students.

Unity Virtual Reality Projects - Jonathan Linowes 2015-09-01
Explore the world of Virtual Reality by building immersive and fun VR projects using Unity 3D About This Book Learn the basic principles of virtual reality applications and get to know how they differ from games and desktop apps Build various types of VR experiences, including diorama, first-person characters, riding on rails, 360 degree projections, and social VR A project-based guide that teaches you to use Unity to develop VR applications, which can be experienced with devices such as the Oculus Rift or Google Cardboard Who This Book Is For If you're a non-programmer unfamiliar with 3D computer graphics, or experienced in both but new to virtual reality, and are interested in building your own VR games or applications then this book is for you. Any experience in Unity is an advantage. What You Will Learn Create 3D scenes with Unity and Blender while learning about world space and scale Build and run VR applications for consumer headsets including Oculus Rift and Google Cardboard Build interactive environments with physics, gravity, animations, and lighting using the Unity engine Experiment with various user interface (UI) techniques that you can use in your VR applications Implement the first-person and third-person experiences that use only head motion gestures for input Create animated walkthroughs, use 360-degree media, and build multi-user social VR experiences Learn about the technology and psychology of VR including rendering, performance and VR motion sickness Gain introductory and advanced experience in Unity programming with the C# language In Detail What is consumer "virtual reality"? Wearing a head-mounted display you view stereoscopic 3D scenes. You can look around by moving your head, and walk around using hand controls or motion sensors. You are engaged in a fully immersive experience. On the other hand, Unity is a powerful game development engine that provides a rich set of features such as visual lighting, materials, physics, audio, special effects, and animation for creating 2D and 3D games. Unity 5 has become the leading platform for

building virtual reality games, applications and experiences for this new generation of consumer VR devices. Using a practical and project-based approach, this book will educate you about the specifics of virtual reality development in Unity. You will learn how to use Unity to develop VR applications which can be experienced with devices such as the Oculus Rift or Google Cardboard. We will then learn how to engage with virtual worlds from a third person and first person character point of view. Furthermore, you will explore the technical considerations especially important and possibly unique to VR. The projects in the book will demonstrate how to build a variety of VR experiences. You will be diving into the Unity 3D game engine via the interactive Unity Editor as well as C-Sharp programming. By the end of the book, you will be equipped to develop rich, interactive virtual reality experiences using Unity. So, let's get to it! Style and approach This book takes a practical, project-based approach to teach specifics of virtual reality development in Unity. Using a reader-friendly approach, this book will not only provide detailed step-by-step instructions but also discuss the broader context and applications covered within.

Research Handbook on the Law of Virtual and Augmented Reality - Woodrow Barfield 2018-12-28
Virtual and augmented reality raise significant questions for law and policy. When should virtual world activities or augmented reality images count as protected First Amendment 'speech', and when are they instead a nuisance or trespass? When does copying them infringe intellectual property laws? When should a person (or computer) face legal consequences for allegedly harmful virtual acts? The Research Handbook on the Law of Virtual and Augmented Reality addresses these questions and others, drawing upon free speech doctrine, criminal law, issues of data protection and privacy, legal rights for increasingly intelligent avatars, and issues of jurisdiction within virtual and augmented reality worlds.

Beyond Donkey Kong - Ken Horowitz 2020-08-06
Before the enormously successful NES console changed the video game landscape in the 1980s, Nintendo became famous for producing legendary arcade machines like Donkey Kong and Mario Bros. Drawing on original interviews, news reports and other documents, this book traces Nintendo's rise from a small business that made playing cards to the top name in the arcade industry. Twenty-eight game titles are examined in-depth, along with the people and events that defined the company for more than four decades.

The Electric State - Simon Stålenhag 2018-09-25
NPR Best Books of 2018 A teen girl and her robot embark on a cross-country mission in this illustrated science fiction story, perfect for fans of Ready Player One and Black Mirror. In late 1997, a runaway teenager and her small yellow toy robot travel west through a strange American landscape where the ruins of gigantic battle drones litter the countryside, along with the discarded trash of a high-tech consumerist society addicted to a virtual-reality system. As they approach the edge of the continent, the world outside the car window seems to unravel at an ever faster pace, as if somewhere beyond the horizon, the hollow core of civilization has finally caved in.

The VR Book - Jason Jerald 2015-09-01
Virtual reality (VR) potentially provides our minds with direct access to digital media in a way that at first seems to have no limits.However, creating compelling VR experiences is an incredibly complex challenge.When VR is done well, the results are brilliant and pleasurable experiences that go beyond what we can do in the real world.When VR is done badly, not only is the system frustrating to use, but sickness can result.Reasons for bad VR are numerous; some failures come from the limitations of technology, but many come from a lack of understanding perception, interaction, design principles, and real users. This book discusses such issues, focusing upon the human element of VR rather than technical implementation, for if we do not get the human element correct, then no amount of technology will make VR anything more than an interesting tool confined to research laboratories. Even when VR principles are fully understood, first implementations are rarely novel and never ideal due to the complex nature of VR and the countless possibilities. However, the VR principles discussed within enable us to

intelligently experiment with the rules and iteratively design towards innovative experiences.

Ready Player One - Ernest Cline 2011-08-16
#1 NEW YORK TIMES BESTSELLER • Now a major motion picture directed by Steven Spielberg. "Enchanting . . . Willy Wonka meets The Matrix."—USA Today • "As one adventure leads expertly to the next, time simply evaporates."—Entertainment Weekly A world at stake. A quest for the ultimate prize. Are you ready? In the year 2045, reality is an ugly place. The only time Wade Watts really feels alive is when he's jacked into the OASIS, a vast virtual world where most of humanity spends their days. When the eccentric creator of the OASIS dies, he leaves behind a series of fiendish puzzles, based on his obsession with the pop culture of decades past. Whoever is first to solve them will inherit his vast fortune—and control of the OASIS itself. Then Wade cracks the first clue. Suddenly he's beset by rivals who'll kill to take this prize. The race is on—and the only way to survive is to win. NAMED ONE OF THE BEST BOOKS OF THE YEAR BY Entertainment Weekly • San Francisco Chronicle • Village Voice • Chicago Sun-Times • iO9 • The AV Club "Delightful . . . the grown-up's Harry Potter."—HuffPost "An addictive read . . . part intergalactic scavenger hunt, part romance, and all heart."—CNN "A most excellent ride . . . Cline stuffs his novel with a cornucopia of pop culture, as if to wink to the reader."—Boston Globe "Ridiculously fun and large-hearted . . . Cline is that rare writer who can translate his own dorky enthusiasms into prose that's both hilarious and compassionate."—NPR "[A] fantastic page-turner . . . starts out like a simple bit of fun and winds up feeling like a rich and plausible picture of future friendships in a world not too distant from our own."—iO9
Occupational Outlook Handbook - United States. Bureau of Labor Statistics 1976

Virtual & Augmented Reality For Dummies - Paul Mealy 2018-06-08
An easy-to-understand primer on Virtual Reality and Augmented Reality Virtual Reality (VR) and Augmented Reality (AR) are driving the next technological revolution. If you want to get in on the action, this book helps you understand what these technologies are, their history, how they're being used, and how they'll affect consumers both personally and professionally in the very near future. With VR and AR poised to become mainstream within the next few years, an accessible book to bring users up to speed on the subject is sorely needed—and that's where this handy reference comes in! Rather than focusing on a specific piece of hardware (HTC Vive, Oculus Rift, iOS ARKit) or software (Unity, Unreal Engine), Virtual & Augmented Reality For Dummies offers a broad look at both VR and AR, giving you a bird's eye view of what you can expect as they continue to take the world by storm. * Keeps you up-to-date on the pulse of this fast-changing technology * Explores the many ways AR/VR are being used in fields such as healthcare, education, and entertainment * Includes interviews with designers, developers, and technologists currently working in the fields of VR and AR Perfect for both potential content creators and content consumers, this book will change the way you approach and contribute to these emerging technologies.

Games & Puzzles - 1979

Neurorehabilitation Technology - David J. Reinkensmeyer 2022-11-15
This revised, updated, and substantially expanded third edition provides an accessible, practical overview of major areas of research, technical development and clinical application in the field of neurorehabilitation movement therapy. The initial section provides the basic framework and a rationale for technology application in movement therapy by summarizing recent findings in neuroplasticity and motor learning. The following section provides a detailed overview of the movement physiology of various neurologic conditions, illustrating how this knowledge has been used to design various neurorehabilitation technologies. The third section then explains the principles of human-machine interaction for movement rehabilitation. The fourth section provides an overview of assessment technology and predictive modeling in neurorehabilitation. The fifth section provides a survey of technological approaches to neurorehabilitation, including spinal cord stimulation, functional electrical stimulation, virtual reality, wearable

sensing, brain computer interfaces, mobile technologies, and telerehabilitation. The final two sections examine in greater detail the ongoing revolution in robotic therapy for upper extremity movement and walking, respectively. The promises and limitations of these technologies in neurorehabilitation are discussed, including an Epilogue which debates the impact and utility of robotics for neurorehabilitation. Throughout the book the chapters provide detailed practical information on state-of-the-art clinical applications of these devices following stroke, spinal cord injury, and other neurologic disorders and future developments in the field. The text is illustrated throughout with photographs and schematic diagrams which serve to clarify the information for the reader. Neurorehabilitation Technology, Third Edition is a valuable resource for neurologists, biomedical engineers, roboticists, rehabilitation specialists, physiotherapists, occupational therapists and those training in these fields.

The Last Lecture - Randy Pausch 2008-04-08
"We cannot change the cards we are dealt, just how we play the hand."---Randy Pausch A lot of professors give talks titled "The Last Lecture." Professors are asked to consider their demise and to ruminate on what matters most to them. And while they speak, audiences can't help but mull the same question: What wisdom would we impart to the world if we knew it was our last chance? If we had to vanish tomorrow, what would we want as our legacy? When Randy Pausch, a computer science professor at Carnegie Mellon, was asked to give such a lecture, he didn't have to imagine it as his last, since he had recently been diagnosed with terminal cancer. But the lecture he gave--"Really Achieving Your Childhood Dreams"--wasn't about dying. It was about the importance of overcoming obstacles, of enabling the dreams of others, of seizing every moment (because "time is all you have...and you may find one day that you have less than you think"). It was a summation of everything Randy had come to believe. It was about living. In this book, Randy Pausch has combined the humor, inspiration and intelligence that made his lecture such a phenomenon and given it an indelible form. It is a book that will be shared for generations to come.

Tech Trends in Practice - Bernard Marr 2020-04-09
Discover how 25 powerful technology trends are transforming 21st century businesses How will the latest technologies transform your business? Future Tech Trends in Practice will give you the knowledge of today's most important technology trends, and how to take full advantage of them to grow your business. The book presents 25 real-world technology trends along with their potential contributions to organisational success. You'll learn how to integrate existing advancements and plan for those that are on the way. In this book, best-selling author, strategic business advisor, and respected futurist Bernard Marr explains the role of technology in providing innovative businesses solutions for companies of varying sizes and across different industries. He covers wide-ranging trends and provides an overview of how companies are using these new and emerging technologies in practice. You, too, can prepare your company for the potential and power of trending technology by examining these and other areas of innovation described in Future Tech Trends in Practice: Artificial intelligence, including machine and deep learning The Internet of Things and the rise of smart devices Self-driving cars and autonomous drones 3D printing and additive manufacturing Blockchain technology Genomics and gene editing Augmented, virtual and mixed reality When you understand the technology trends that are driving success, now and into the future, you'll be better positioned to address and solve problems within your organisation.

Primates in Peril - Christoph Schwitzer 2017-11-15
Every two years we produce this report of the World's 25 Most Endangered Primates compiled from primatologists attending the International Primatological Society Congress.

New York Court of Appeals. Records and Briefs. - New York (State).

The Untold History of Japanese Game Developers Volume 2 - John Szczepaniak 2015-11-04
Nearly 400 pages and over 30 interviews, with exclusive content on the history of Japanese games. The origins of Hudson, Masaya's epic robot

sagas, Nintendo's funding of a PlayStation RTS, detailed history of Westone Entertainment, and a diverse range of unreleased games. Includes exclusive office layout maps, design documents, and archive photos. In a world first - something no other journalist has dared examine - there's candid discussion on the involvement of Japan's yakuza in the industry. Forewords by Retro Gamer founding editor Martyn Carroll and game history professor Martin Picard.

The Game Console 2.0 - Evan Amos 2021-08-31
This revised and expanded second edition of the bestselling The Game Console contains brand new content, with coverage of 50 more consoles, variants, and accessories in 50 added pages. The Game Console 2.0 is a gorgeous coffee table book for geeks and gamers that brings together highly detailed photos of more than 100 video game consoles and their electronic interiors spanning nearly five decades. Revised and updated since the first edition's celebrated 2018 release, The Game Console 2.0 is an even bigger archival collection of vividly detailed photos of more than 100 video-game consoles. This ultimate archive of gaming history spans five decades and nine distinct generations, chronologically covering everything from market leaders to outright failures, and tracing the gaming industry's rise, fall, and monumental resurgence. The book's 2nd edition features more classic game consoles and computers, a section on retro gaming in the modern era, and dozens of new entries — including super-rare finds, such the Unisonic Champion 2711, and the latest ninth-generation consoles. You'll find coverage of legendary systems like the Magnavox Odyssey, Atari 2600, NES, and the Commodore 64; systems from the '90s and 2000s; modern consoles like the Nintendo Switch, Xbox Series X|S, and PlayStation 5; and consoles you never knew existed. Get a unique peek at the hardware powering the world's most iconic video-game systems with The Game Console 2.0 — the perfect gift for geeks of all stripes and every gamer's must-have coffee-table book.

Daily Commercial Report and Market Review - 1876

The Routledge Handbook of Digital Sport Management - Michael L. Naraine 2022-12-01

The Routledge Handbook of Digital Sport Management provides students, researchers, and practitioners with a contemporary roadmap of the impact of digital technologies in sport management, at all levels and in all sectors, in a global context. Divided into three sections addressing digital transformations, digital tools, and emerging digital issues, this book explores the impact of digital technology in the core functional areas of sport management, such as sponsorship, event management, and human resources. It introduces essential digital innovations such as esports, social media, VR, wearables, analytics, and artificial intelligence, and examines the debates and issues that are likely to shape and transform sport business over the next decade. The only book to survey the full sweep of digital sport management, this book is an essential reference for all serious students of sport business and management, any researcher working in the nexus of sport business and digital, and all managers, policy-makers or associated professionals working in the sport industry.

Smart and Sustainable Engineering for Next Generation Applications - Peter Fleming 2019-05-08
This book reports on advanced theories and methods in two related engineering fields: electrical and electronic engineering, and communications engineering and computing. It highlights areas of global and growing importance, such as renewable energy, power systems, mobile communications, security and the Internet of Things (IoT). The contributions cover a number of current research issues, including smart grids, photovoltaic systems, wireless power transfer, signal processing, 4G and 5G technologies, IoT applications, mobile cloud computing and many more. Based on the proceedings of the Second International Conference on Emerging Trends in Electrical, Electronic and Communications Engineering (ELECOM 2018), held in Mauritius from November 28 to 30, 2018, the book provides graduate students, researchers and professionals with a snapshot of the state-of-the-art and a source of new ideas for future research and collaborations.

Virtual Reality Filmmaking - Celine Tricart 2017-11-22
Virtual Reality Filmmaking presents a comprehensive guide to the use of

virtual reality in filmmaking, including narrative, documentary, live event production, and more. Written by Celine Tricart, a filmmaker and an expert in new technologies, the book provides a hands-on guide to creative filmmaking in this exciting new medium, and includes coverage on how to make a film in VR from start to finish. Topics covered include: The history of VR; VR cameras; Game engines and interactive VR; The foundations of VR storytelling; Techniques for shooting in live action VR; VR postproduction and visual effects; VR distribution; Interviews with experts in the field including the Emmy-winning studios Felix & Paul and Oculus Story Studio, Wevr, Viacom, Fox Sports, Sundance's New Frontier, and more.

Psychology: Modules for Active Learning - Dennis Coon 2016-12-05
PSYCHOLOGY: MODULES FOR ACTIVE LEARNING is a best-selling text by renowned author and educator Dennis Coon and co-authors John O. Mitterer and Tanya Martini. This fourteenth edition continues to combine the highly effective SQ4R (Survey, Question, Read, Recite, Reflect, Review) active learning system, an engaging style, appealing visuals, and detailed coverage of core topics and cutting-edge research in one remarkable, comprehensive text. Fully updated, the new edition builds on the proven modular format and on the teaching and learning tools integrated throughout the text. While the text provides a broad overview of essential psychology topics ideal for introductory courses, its modular design also readily supports more specialized curricula, allowing instructors to use the self-contained instructional units in any combination and order. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

The Eye of Minds (The Mortality Doctrine, Book One) - James Dashner 2013-10-08
The world is virtual, but the danger is real in book one of the bestselling Mortality Doctrine series, the next phenomenon from the author of the Maze Runner series, James Dashner. Includes a sneak peek of The Fever Code, the highly-anticipated conclusion to the Maze Runner series—the novel that finally reveals how the maze was built! The VirtNet offers total mind and body immersion, and the more hacking skills you have, the more fun it is. Why bother following the rules when it's so easy to break them? But some rules were made for a reason. Some technology is too dangerous to fool with. And one gamer has been doing exactly that, with murderous results. The government knows that to catch a hacker, you need a hacker. And they've been watching Michael. If he accepts their challenge, Michael will need to go off the VirtNet grid, to the back alleys and corners of the system human eyes have never seen—and it's possible that the line between game and reality will be blurred forever. The author who brought you the #1 New York Times bestselling MAZE RUNNER series and two #1 movies—The Maze Runner and The Scorch Trials—now brings you an electrifying adventure trilogy an edge-of-your-seat adventure that takes you into a world of hyperadvanced technology, cyber terrorists, and gaming beyond your wildest dreams . . . and your worst nightmares. Praise for the Bestselling MORTALITY DOCTRINE series: "Dashner takes full advantage of the Matrix-esque potential for asking 'what is real.'" —io9.com "Set in a world taken over by virtual reality gaming, the series perfectly capture[s] Dashner's hallmarks for inventiveness, teen dialogue and an ability to add twists and turns like no other author." —MTV.com "A brilliant, visceral, gamified mash-up of The Matrix and Inception, guaranteed to thrill even the non-gaming crowd." —Christian Science Monitor

Complete Guide to VR & 360 Degree photography - Jonathan Tustain 2018-08-28
The Complete Guide to VR will help you get to grips with this exciting new technology from first principles, so you know what's out there, and what you want. Discover all there is to know about home VR systems, whether they're computer-based, or even work using your mobile phone. This book will introduce you to a whole spectrum of VR possibilities including VR games, creating your own VR films and even exploring the world using it.

Storytelling for Virtual Reality - John Bucher 2017-07-06
Storytelling for Virtual Reality serves as a bridge between students of new media and professionals working between the emerging world of VR

technology and the art form of classical storytelling. Rather than examining purely the technical, the text focuses on the narrative and how stories can best be structured, created, and then told in virtual immersive spaces. Author John Bucher examines the timeless principles of storytelling and how they are being applied, transformed, and transcended in Virtual Reality. Interviews, conversations, and case studies with both pioneers and innovators in VR storytelling are featured, including industry leaders at LucasFilm, 20th Century Fox, Oculus, Insomniac Games, and Google. For more information about story, Virtual Reality, this book, and its author, please visit StorytellingforVR.com