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“ Pinpoint – How Challenging The Norm Is The Only Route To Success In Selling Sponsorship ” The book is required reading for anybody who wants to use sponsorship effectively – from event planners looking for a perfect partner, to major corporates

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seeking involvement in the best up and coming projects, to seasoned sponsorship veterans looking to reinvigorate their best efforts.

Selling sponsorship is one of the most effective and profitable strategic business tools for any organisation. Whether you oversee a billion-dollar corporation, a medium-sized charity, a local arts council, or even a neighborhood children's football team, sponsorship needs to be part of your revenue and marketing mix. Not only does sponsorship bring in money, but it also drives engagement in a way that traditional marketing can't. Businesses, sports teams, music festivals, conferences, live events, small clubs and groups, nonprofits,

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and start-ups have all begun to realise the power of commercial collaboration and what those partnerships can deliver to their bottom line. But there's a catch. Selling sponsorship in today's landscape requires a different approach and some specialised knowledge that isn't readily available. This book will show you the pitfalls to avoid to ensure that virtually anyone can succeed.

New innovations are created every day, but today 's business leaders are focused on finding disruptive innovations which are cheaper and lower performing than upmarket technologies. They create new markets, and challenge the status quo of existing technological thinking creating uncertainty both in the

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future of the innovation and the outcome of the market upheaval. Disruptive innovation is an influential innovation theory in business, but how does it affect the law? Several of these technologies have brought new ways for individuals to deal with copyright works while disrupting existing market expectations, while their ability to spawn social norms has presented challenges for legislation. Considering disruptive innovation as a class, this book examines innovations that have impacted copyright in the past, what lessons can be learned from how the law interacted with them, and how the law can successfully deal with them going forward. Creating comprehensive guidance that can be used when faced with disruptive innovations with the aim of more

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successful legislation, it considers whether copyright law itself has been disrupted through these innovations. Exploring whether disruptive innovations as a class have unique properties that necessitate action by legislators and whether these properties have the possibility to disrupt the law itself, this book theorises how the law should deal with disruptive innovations in general, going beyond a discussion of the regulation of specific innovations to develop a framework for how law makers should deal with disruptive innovations when faced by one.

There is order on the internet, but how has this order emerged and what challenges will threaten and shape its future? This study shows how a legitimate order of norms has

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emerged online, through both national and international legal systems. It establishes the emergence of a normative order of the internet, an order which explains and justifies processes of online rule and regulation. This order integrates norms at three different levels (regional, national, international), of two types (privately and publicly authored), and of different character (from *ius cogens* to technical standards). Matthias C. Kettemann assesses their internal coherence, their consonance with other order norms and their consistency with the order's finality. The normative order of the internet is based on and produces a liquefied system characterized by self-learning normativity. In light of the importance of the socio-

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communicative online space, this is a book for anyone interested in understanding the contemporary development of the internet. This is an open access title available under the terms of a CC BY-NC-ND 4.0 International licence. It is offered as a free PDF download from OUP and selected open access locations.

This book explores the challenges and opportunities presented by the formulation of a global code of conduct for transnational corporations. It assesses the current state of research on global regulations intended to enhance the social responsibility of transnational corporations, and provides a platform for future research. In particular the book examines frameworks and instruments for regulating social

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responsibility, reviews recent developments concerning the proposed UN Code of Conduct on Transnational Corporations, and provides insights into international civil society groups ' movements in pursuit of a code of conduct. In a separate chapter the book discusses theoretical issues in regulating transnational corporations, and investigates their legitimacy and behavioral dynamics. In closing, the book discusses alternatives to a global code of conduct, the impact of sovereign power in the era of globalization, " soft regulations, " and the feasibility and normative efficacy of enforcing regulations.

Crowd behavior is one of the most colorful but least understood forms of human social behavior. This volume is

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a major contribution to the field of collective behavior, with implications for social movement

analysis. McPhail's critical assessment of the major theories of crowd behavior establishes that, whatever their particular limitations and strengths, all share a general and serious flaw: their explanations were developed without prior examination of the behaviors to be explained.

Drawing on a wide range of empirical studies that include his own careful field work, the author offers a new characterization of temporary gatherings. He presents a life cycle of gatherings and a taxonomy of forms of collective behavior within gatherings, as well as combinations of these forms and gatherings into larger events, campaigns and waves. McPhail also develops a new

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explanation for various ways in which purposive actors construct collective actions.

Think you're funny? Writing successful comedy isn't just about having a gift for gags; you need to hone your talent and polish your humour to earn a living from making people laugh. If you want to write stand-up comedy, sketches, sitcoms or even a comic novel or film, How to be a Comedy Writer tells you all you need to know and more about the business, the structure of jokes and the nuts and bolts of a craft that can be learnt. This new ebook edition has been specially formatted for today's e-readers.

Border walls permeate our world, with more than thirty nation-states

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constructing them. Anthropologists Margaret E. Dorsey and Miguel Díaz-Barriga argue that border wall construction manifests transformations in citizenship practices that are aimed not only at keeping migrants out but also enmeshing citizens into a wider politics of exclusion. For a decade, the authors studied the U.S.-Mexico border wall constructed by the Department of Homeland Security and observed the political protests and legal challenges that residents mounted in opposition to the wall. In *Fencing in Democracy* Dorsey and Díaz-Barriga take us to those border communities most affected by the wall and often ignored in national discussions about border security to highlight how the state diminishes citizens' rights. That dynamic speaks

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to the citizenship experiences of border residents that is indicative of how walls imprison the populations they are built to protect. Dorsey and Díaz-Barriga brilliantly expand conversations about citizenship, the operation of U.S. power, and the implications of border walls for the future of democracy.

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This engagingly written textbook
provides a unique 'hands-on'
introduction to sociolinguistics, which
equips readers with the tools to start
their own sociolinguistic research
project. The book begins by outlining
the historical, theoretical and cultural
space in which language use occurs,

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before delving into the key topics and concepts of today's field. It examines the choices speakers make in everyday life and assesses language and status across the world, by investigating variation in cultural norms. Sociolinguistic variables such as age and gender are surveyed, along with the socio-cultural context of second language acquisition. The second half of the book equips readers with the skills needed to undertake sociolinguistic research of their own. This is an ideal introductory text for students taking courses in sociolinguistics, language and society, language in use or language variation.

Elements of Effective Governance: Measurement, Accountability and Participation is one of the first books

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to explore the relationship between accountability, government performance, and public participation. It discusses two main assumptions: greater accountability leads to better performance; and the more the public is involved in the measurement of government performance, the more they can hold government accountable for its performance. Presenting an introduction to each topic, this book provides a thorough understanding of theories, concepts, and practices. The beginning sections explore the basics of performance measurement, look at public sector accountability, and examine the rationale for and against direct citizen participation. The later sections provide an integrated discussion of performance measurement, accountability, and

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citizen participation and demonstrate how the strategic alignment of these critical concepts can lead to more effective governance. The final section incorporates in-depth case studies of a variety of efforts to implement performance measurement, hold individuals and organizations accountable for results, and involve the public in the deliberative process. Through theoretical and practical discussions, this book highlights the importance of, as well as the challenges associated with, government performance, accountability, and citizen participation. By combining these components under one cover, this book demonstrates the importance of their mutually reinforcing relationships. This volume provides the tools needed to design

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and develop strategies to improve government performance and demonstrate accountability. It provides a balanced perspective with its rational discussion of performance measurement and its skeptical assessment of the relationship between performance improvement and the demands for greater accountability.

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