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The Unauthorized Guide To Doing Business the Philip Green Way
Media Production Agreements
Anna May Wong
The Insider's Guide to Film Finance
Expert Political Judgment
American Book Publishing Record
Independent Producers' Guide to Film and TV Contracts
Institutional Buying Guide
Gladiator: The Roman Fighter's [Unofficial] Manual
Personalized Digital Television

American Hotel Register Company Buying Guide

This is the book for anyone who aspires to the title "informed citizen." It clearly explains how political news works, how the media influences readers—and how to sort through it all to be a better, smarter consumer of political news. • Shows readers how to spot bad political arguments, as well as why they should be skeptical of the "hard data" behind many of those arguments • Shares clear, accessible explanations of the ever-present biases that affect our view of political news • Offers a multitude of clear examples taken from current politics on ways in which media distorts political information and messages • Provides a compelling look at social media platforms such as Facebook and Twitter as sources of political information, how we perceive information from these venues, and how they affect our understanding of American political dialogue

The Oxford Handbook of Pricing Management

Media Production Agreements is an invaluable reference tool for film, television and video producers and has been written specifically for all those involved in the media industry. Providing legal information and sound advice on the structuring of deals and negotiated agreements, this authoritative guide identifies potential pitfalls in the drafting and arrangement of contracts and proposals. Media Production Agreements contains legal agreements

which independent producers, writers and all those involved in the film and television industry are faced with at the outset of a project. Typical agreements and sample contracts are presented in the text and practical explanatory notes provide clarification, caveats and advice. Contracts and agreements discussed include: * option and literary purchase * writer's and director's agreement * co-production agreement * distribution agreement * location agreement * non-disclosure agreement * release from a living person * release for extras * name product and logo release agreement * licence to reproduce still photographs.

A Very Stable Genius

The Oxford Handbook of Pricing Management is a comprehensive guide to the theory and practice of pricing across industries, environments, and methodologies. The Handbook illustrates the wide variety of pricing approaches that are used in different industries. It also covers the diverse range of methodologies that are needed to support pricing decisions across these different industries. It includes more than 30 chapters written by pricing leaders from industry, consulting, and academia. It explains how pricing is actually performed in a range of industries, from airlines and internet advertising to electric power and health care. The volume covers the fundamental principles of pricing, such as price theory in economics, models of consumer demand, game theory, and behavioural issues in pricing, as well as specific pricing tactics such as customized pricing,

nonlinear pricing, dynamic pricing, sales promotions, markdown management, revenue management, and auction pricing. In addition, there are articles on the key issues involved in structuring and managing a pricing organization, setting a global pricing strategy, and pricing in business-to-business settings.

Newnes Guide to Television and Video Technology

Washington Post national investigative reporter Carol Leonnig and White House bureau chief Philip Rucker, both Pulitzer Prize winners, provide the definitive insider narrative of Donald Trump's unique presidency with shocking new reporting and insight into its implications. "I alone can fix it." So went Donald J. Trump's march to the presidency on July 21, 2016, when he accepted the Republican presidential nomination in Cleveland, promising to restore what he described as a fallen nation. Yet over the subsequent years, as he has undertaken the actual work of the commander in chief, it has been hard to see beyond the daily chaos of scandal, investigation, and constant bluster. It would be all too easy to mistake Trump's first term for one of pure and uninhibited chaos, but there were patterns to his behavior and that of his associates. The universal value of the Trump administration is loyalty - not to the country, but to the president himself - and Trump's North Star has been the perpetuation of his own power, even when it meant imperiling our shaky and mistrustful democracy. Leonnig and Rucker, with deep and unmatched sources throughout Washington, D.C., tell

of rages and frenzies but also moments of courage and perseverance. Relying on scores of exclusive new interviews with some of the most senior members of the Trump administration and other firsthand witnesses, the authors reveal the forty-fifth president up close, taking readers inside Robert Mueller's Russia investigation as well as the president's own hap-hazard but ultimately successful legal defense. Here for the first time certain officials who have felt honor-bound not to publicly criticize a sitting president or to divulge what they witnessed in a position of trust tell the truth for the benefit of history. This peerless and gripping narrative reveals President Trump at his most unvarnished and exposes how decision making in his administration has been driven by a reflexive logic of self-preservation and self-aggrandizement - but a logic nonetheless. This is the story of how an unparalleled president has scrambled to survive and tested the strength of America's democracy and its common heart as a nation.

Philip's Stargazing With Mark Thompson

Bonanza aired on NBC from September 12, 1959, to January 16, 1973, playing to 480,000,000 viewers in over 97 countries. It was the second longest running western series, surpassed only by Gunsmoke, and continues to provide wholesome entertainment to old and new fans via syndication. This book provides an in-depth chronicle of the series and its stars. A history of the show from its inception to the current made-for-television movies is provided, and an episode guide includes a synopsis of each show and lists such

details as the main characters of each episode and the actors who portrayed them, the dates they stayed with the show, date and time of original broadcast, writer, director, producer, executive producer, and supporting cast. Also provided are character sketches for each of the major recurring characters, career biographies of Lorne Green, Pernell Roberts, Dan Blocker, and Michael Landon, brief biographical sketches of the supporting cast, a discography of recordings of the Bonanza theme and recordings of the four major stars, and information on Bonanza television movies.

Navigating the News: A Political Media User's Guide

This book provides a full and comprehensive coverage of video and television technology including the latest developments in display equipment, HDTV and DVD. Starting with TV fundamentals, the bulk of the book covers the many new technologies that are bringing growth to the TV and video market, such as plasma and LCD, DLP (digital light processing), DVD, Blu ray technology, Digital television, High Definition television (HDTV) and video projection systems. For each technology, a full explanation is provided of its operation and practical application, supported by over 300 diagrams including schematic diagrams of commercially available consumer equipment. Where relevant, testing and fault finding procedures are outlined together with typical fault symptoms supported by photographs. The new edition has a number of useful appendices on

microcomputer/microcontroller systems, test instruments, serial buses (I2C and RS 232), teletext and error correction techniques. The book is intended for students of electronics and practicing engineers. In particular, it will be useful for students on vocational courses and service engineers as well as enthusiasts.

* The definitive guide to the new technologies transforming the world of television: HDTV, Digital TV, DVD recorders, hard disk recorders, wide-screen CRT, flat screen technologies and others * A practical approach, including troubleshooting and servicing information * Covers UK, European and North American systems

Books and Pamphlets, Including Serials and Contributions to Periodicals

Science Fiction and Fantasy Reference Index, 1992-1995

TV viewers today are exposed to overwhelming amounts of information, and challenged by the plethora of interactive functionality provided by current set-top boxes. To ensure broad adoption of this technology by consumers, future Digital Television will have to take usability issues thoroughly into account. In particular, serious attention must be paid to facilitate the selection of content on an individual basis, and to provide easy-to-use interfaces that satisfy viewers' interaction requirements. This volume collects selected research reports on the development of personalized services for Interactive

TV. Drawing upon contributions from academia and industry in the US, Europe and Asia, this book represents a comprehensive picture of leading edge research in personalized television.

Proceedings

A User's Guide to Capitalism and Schizophrenia is a playful and emphatically practical elaboration of the major collaborative work of the French philosophers Gilles Deleuze and Félix Guattari. When read along with its rigorous textual notes, the book also becomes the richest scholarly treatment of Deleuze's entire philosophical oeuvre available in any language. Finally, the dozens of explicit examples that Brian Massumi furnishes from contemporary artistic, scientific, and popular urban culture make the book an important, perhaps even central text within current debates on postmodern culture and politics. Capitalism and Schizophrenia is the general title for two books published a decade apart. The first, Anti-Oedipus, was a reaction to the events of May/June 1968; it is a critique of "state-happy" Marxism and "school-building" strains of psychoanalysis. The second, A Thousand Plateaus, is an attempt at a positive statement of the sort of nomad philosophy Deleuze and Guattari propose as an alternative to state philosophy. Brian Massumi is Professor of Comparative Literature at McGill University.

The Innovator's Guide to Growth

Philip Green, retail's most colourful figure, is widely regarded as the finest retailer of his generation and one of the best business brains in the UK. He made his first million at 33, and now owns the Arcadia Group, running about an eighth of the UK clothing retail market. So how did a man who just fell into the industry by accident go on and build this business empire? The Unauthorized Guide to Doing Business the Philip Green Way draws out the universal lessons from Philip Green's remarkable success and identifies 10 strategies for building a business empire that can be applied to any business or career: Do it your way Make the business run as efficiently as possible Keep the customer satisfied Whatever you do, don't break the supply chain People matter - you can't run an empire without them Spot the money-making opportunity When the going gets tough - work harder! Aim high and keep trying Stay private but enjoy the publicity Give something back Want to be the best? The secrets of phenomenal success are in your hands. Check out the other Unauthorized Guides in this series: Richard Branson; Duncan Bannatyne; Alan Sugar; Jamie Oliver; and Bill Gates.

AV Guide

This ambitious work provides single-point, unified access to some of the most significant books, articles, and news reports in the science fiction, fantasy, and horror genres. Entries are arranged in two sections- author (subarranged by title) and subject-and may have up to 50 subject terms assigned. No other reference tool addresses the secondary literature of

this fast-growing and dynamic field with such in-depth subject coverage as this work, nor approaches its breadth of coverage. Aimed at academic libraries, large public libraries, some school and medium-sized public libraries, and individual scholars, this index supplements Science Fiction and Fantasy Reference Index: 1985-1991 (Libraries Unlimited, 1993) and Science Fiction and Fantasy Reference Index: 1878-1984 (Gale Research, 1987).

Drinks

World Guide to Television & Film

Financing an independent feature film production is a highly complex process. This book demystifies the legal and commercial implications of a film from start to finish. It provides a detailed survey of each of the processes and players involved, and analyses of the legal and commercial issues faced by all of the participants in a film financing transaction. Packed with legal advice and straight forward explanations this is an essential reference for filmmakers worldwide. With contributions from leading professionals around the world, and an up-to-date international approach, this is an invaluable tool for producers, and others involved in the film industry. Includes: Case studies, Sample Recoupment Schedules, Alternative Financing Models, Glossary of Film Financing and Banking Terms Philip Alberstat is a media finance and production lawyer specialising in film, television and broadcasting. He has worked on

films such as *The 51st State*, *Goodbye Mr Steadman*, *Tooth* and numerous television programmes and series. He is on the editorial board of *Entertainment Law Review* and is the author of *The Independent Producers Guide to Film and TV Contracts* (2000), and *Law and the Media* (2002). Philip is involved in raising finance for film and television productions and negotiating and structuring film and television deals. He undertakes corporate and commercial work and handles the intellectual property aspects of broadcasting and finance transactions. He has also executive produced numerous film and television productions. He won an Emmy Award in 2004 as an Executive Producer of the Film, "The Incredible Mrs. Ritchie". Philip joined Osborne Clarke as a partner in February 2002. Prior to that he was Head of Legal and Business Affairs with one of the largest independent TV production companies in the UK. He was previously Head of Media at Baker & McKenzie and began his career at Olswang. He was winner of the Lawyer/Hifal Award for Solicitor of the year in 1997 and is listed in *Legal Experts* in the area of Film Finance/Media.

Beyond Sound

An entertaining yet factual insider's guide: how to become a gladiator, hone your fighting skills, and thrill the crowds in the Colosseum. So you think you'd like to be a gladiator? Find out how to get thousands to idolize you as the strongest, meanest fighter in the Roman empire. Win fame and fortune in one of Rome's most glamorous locations, in the presence of

the emperor himself. Who wouldn't kill for a job like that? This handy guide tells you everything you need to know before you step out to fight for your life in front of a roaring crowd: Why you should become a gladiator How to join the most glamorous—yet lethal—profession on earth Who will try to kill you, and with what Which arena of the empire is the right one for you When and how often you will fight What happens before, during, and after a duel Combining the latest research with modern reconstructions, Gladiator helps you experience firsthand the spectacular yet brutal life and death of the most iconic figure of ancient Rome.

An Analytical Guide to Television's Battlestar Galactica

Video User's Handbook

Take One's Essential Guide to Canadian Film

The Unauthorized Guide to Doing Business the Simon Cowell Way

More than a decade ago, Clayton Christensen's breakthrough book *The Innovator's Dilemma* illustrated how disruptive innovations drive industry transformation and market creation. Christensen's

research demonstrated how growth-seeking incumbents must develop the capability to deflect disruptive attacks and seize disruptive opportunities. In *The Innovator's Guide to Growth*, Scott Anthony, Mark Johnson, Joseph Sinfeld, and Elizabeth Altman take the subject to the next level: implementation. The authors explain how to create this crucial capability for unlocking disruption's transformational power. With a foreword by Christensen, this book provides a set of market-proven tools and approaches to innovation that have been honed through fieldwork with innovative companies like Procter & Gamble, Johnson & Johnson, Pepsi, Intel, Motorola, SAP, and Cisco Systems. The book shows you how to: Follow a market-proven process -- so your company can reliably create blockbuster businesses Create structures, systems, and metrics -- so the disruptive innovations that will power your firm's future growth receive the funding and personnel needed to succeed Create a common language of disruptive innovation -- so managers can reach consensus around counterintuitive courses of action Incisive and practical, this book helps your company take the steps necessary to benefit from disruption -- instead of being eclipsed by it.

Researcher's Guide to British Film & Television Collections

1987 Winter Simulation Conference Proceedings

The Man in the High Castle

TV World

ITV: a User's Guide to the Technology

“The single most resonant and carefully imagined book of Dick’s career.” —New York Times It’s America in 1962. Slavery is legal once again. The few Jews who still survive hide under assumed names. In San Francisco, the I Ching is as common as the Yellow Pages. All because some twenty years earlier the United States lost a war—and is now occupied by Nazi Germany and Japan. This harrowing, Hugo Award-winning novel is the work that established Philip K. Dick as an innovator in science fiction while breaking the barrier between science fiction and the serious novel of ideas. In it Dick offers a haunting vision of history as a nightmare from which it may just be possible to wake. Winner of the Hugo Award

Defensive Tactics for the Security Professional

Philip's Stargazing With Mark Thompson provides the perfect introduction to the fascinating hobby of astronomy for beginners, written by TV's favourite astronomer. With 30 years' experience in observational astronomy and helping hundreds of newcomers get started in their new hobby, Mark Thompson takes everything he has learned and leads

his readers skilfully through their early stargazing experiences in this brand-new book - Philip's Stargazing With Mark Thompson. He provides a wealth of knowledge, with valuable hints and tips to aid beginners in their first steps in astronomy. Not only does Mark demonstrate great observational techniques and how to find the brighter objects in the sky, but he guides his readers through the important steps of choosing and using a telescope. This is a book that will not only act as a guide to the novice astronomer but, by drawing on Mark's own experiences, will be a companion to share in the wonders of the night sky.

A Reference Guide to Television's Bonanza

Expert Drinking Made Easy This engaging guide demystifies the art of ordering, preparing, and serving wine, beer and cocktails so you can drink like a boss every time. You'll learn how to: Equip and stock a home bar Make a flawless martini Order wine without dying a little inside Choose a delicious sparkling wine instead of springing for Champagne Buy Scotch for the boss, and for yourself Whether you're hosting a cocktail party, attending a business lunch, or relaxing with friends at the local brewery pub, you'll gain the confidence to know exactly what you love to drink and serve. And if you want to know how to mix an Old Fashioned on an airplane, that's in there too. Bottoms up! From the Hardcover edition.

Cable Vision

Beyond Sound is a must-read for anyone who loves music technology and wants to build a career in this competitive, fast-paced world. Author Scott L. Phillips draws on his seventeen-year career as a technology trainer and educator, and his extensive network of music technology professionals, to present an intimate view of the exciting world of music technology. The book offers an in-depth consideration of music technology education, including looks at specific programs and a clear explanation of different types of degrees. Moreover, it provides practical guidance on career preparation, including how to get a great internship, how to land that first job, and how to make connections and move up in a variety of businesses from recording to television and film to video games. And Phillips brings stories from successful professionals, who share their experiences, advice, and suggestions.

New Self, New World

Anna May Wong, born in Los Angeles in 1905 to a Chinese family that did not support her ambition, is the only Asian-American actress to have achieved stardom during Hollywood's Golden Age. Staying single to avoid endangering her career, she became the darling of the intelligentsia, inspiring poems, songs, and crowds of admirers in the British Isles, Europe, and China. She leaves a legacy of some 60 film appearances, numerous stage and television shows, and several radio spots. This book covers Anna May Wong's entire career and personal life. Detailed filmographic entries, with critical commentary as well

as cast and technical credits, synopses, and newspaper and magazine reviews, are followed by Wong's stage work and radio and television appearances.

Television Digest, with Consumer Electronics

A User's Guide to Capitalism and Schizophrenia

A truly accessible guide to TV technology and the Digital revolution. The third edition of the Newnes Guide to Television & Video Technology is the definitive guide to analogue and digital TV technology. Eugene Trundle explores the fundamentals of Digital TV (satellite, cable and terrestrial) and Digital Video, as well as providing a thorough grounding in analogue systems. The readable style of this book makes it the first choice for a wide range of readers working in TV manufacturing, broadcasting and retail. It also makes fascinating reading for anyone who wants to discover the technical side of the Digital revolution gain a better understanding of their home video equipment, or simply learn more about how their TV works. Newnes Guide to Television & Video Technology is essential reading for service engineers and electronic servicing students, and provides an ideal foundation text for the relevant units of City & Guilds 2240, NVQs and the new City & Guilds Progression Awards (6958). A truly accessible guide to TV technology and the Digital

revolution Essential information for all servicing students and professionals Includes full coverage of analog systems, and new material on Digital

Newnes Guide to Television and Video Technology

The Unauthorized Guide To Doing Business the Philip Green Way

First time film-makers, producers and writers will find this Independent Producers' Guide an essential reference tool. The numerous examples of typical legal agreements contained in the book are wide ranging; from the deals that a producer must make at the outset of a project to acquire source rights, through to production and co-production and distribution arrangements for the finished product. Each agreement is closely annotated with comments and guidelines on how the deals are structured. They provide simple explanations of provisions contained within the agreements, identifying potential pitfalls faced by producers as well as giving general advice. The accompanying free CD-ROM contains templates of all agreements found in the book. These are intended to be downloaded and tailored for your own use. Philip Alberstat is Head of Media for Coudert Bros solicitors and was formerly Head of Legal and Business Affairs for Hat Trick Productions and Head of Media and Entertainment of leading law firm, Baker & McKenzie. Philip has worked extensively for companies in the film and

broadcasting industries and given advice in relation to many film and television projects including feature films such as Richard III and various television movies, including Princess in Love and Bad Face, and the television series LEXX. He has worked on films such as Naked Lunch, Patriot Games, Such a Long Journey and Beautiful Joe, as well as acting for numerous writers and directors. He is Legal Editor of Channel 21, is on the editorial board of Entertainment Law Review and on the International Advisory Boards of the Toronto International Film Festival and the British Independent Film Awards. He also speaks at seminars and conferences on media-related subjects and lectures in Media The European Film Institute. Philip was the winner of the 1997 HIFAL

Media Production Agreements

Defensive Tactics for the Security Professional is a unique and comprehensive reference for security professionals will teach self-defense tactics and the legality of using them in various circumstances. Defensive Tactics is a unique and comprehensive reference for security professionals. It covers the psychological, the physical, and the practical aspects involved in training defensive tactics. It stresses the types of situations a security professional could encounter and recommends how to handle them. It draws on the author's almost 40 years of experience. Philip Holder covers it all: from awareness training, liability issues, the psychology of defensive tactics and threat reduction;to applications of hand-to-hand combat, weapons defense, and defending against

multiple attackers. Philip Holder is one of the world's top defensive tactics authorities, an executive protection expert, and an internationally renowned martial arts Kung Fu Grandmaster. His teaching encompasses the physical and psychological aspects of personal development. His personal "hands-on experience" gives a true sense of realism to his classes and seminars. He has appeared in many of the world's top martial arts and defensive tactics magazines, on television, on talk-radio, and on videotape. Highly illustrated book teaches self defense tactics from a top martial arts expert Stresses the types of situations a security professional could encounter, and recommends how to handle them

Anna May Wong

The Insider's Guide to Film Finance

From a job in the mail room at EMI Music Publishing Cowell rose through the ranks swiftly and after becoming a record producer at the firm, left to set up his own company. Following the collapse of his first business and a time at BMG, Cowell went on to pioneer the Popstars TV talent show, and subsequently co-produce Pop Idol and more recently The X Factor. As a music producer he has achieved sales of over 25 million albums, over 70 top 30 records, and 17 Number 1 singles. His band 'Westlife' has achieved an impressive 10 Number 1 hits alone. The Sunday Times Rich List recently estimated that

he earned £33.5m in one year alone, thanks to the global success of the 'Pop Idol' brand. The 10 Secrets of the International Music Mogul are: Work Your Way Up – get to know your industry Don't Be Defeated – how to overcome set backs in business Grab Opportunities – respond to the market Know Your Market – and consistently produce the product they want Think Differently – take your product and spin it in different formats Get Your Name on the Credits – and reap the rewards Don't Look Back – learn from missed opportunities but keep moving forwards Say it How It Is – straight talking saves time in business Build a Personal Brand – and be respected for what you do well if nothing else Use Your Contacts – there is no shame to pulling strings in business

Expert Political Judgment

New Self, New World challenges the primary story of what it means to be human, the random and materialistic lifestyle that author Philip Shepherd calls our “shattered reality.” This reality encourages us to live in our heads, self-absorbed in our own anxieties. Drawing on diverse sources and inspiration, New Self, New World reveals that our state of head-consciousness falsely teaches us to see the body as something we possess and to try to take care of it without ever really learning how to inhabit it. Shepherd articulates his vision of a world in which each of us enjoys a direct, unmediated experience of being alive. He petitions against the futile pursuit of the “known self” and instead reveals the simple grace of just being present. In compelling prose, Shepherd

asks us to surrender to the reality of “what is” that enables us to reunite with our own being. Each chapter is accompanied by exercises meant to bring Shepherd’s vision into daily life, what the author calls a practice that “facilitates the voluntary sabotage of long-standing patterns.” *New Self, New World* is at once a philosophical primer, a spiritual handbook, and a roaming inquiry into human history.

American Book Publishing Record

When the space drama *Battlestar Galactica* debuted on ABC in 1978, it was expected to be the most popular new program of the year. Instead, it was attacked as a *Star Wars* rip-off and canceled after a mere 17 stories. The author acknowledges the show was full of dramatic clichés and scientific inaccuracies, but despite these shortcomings, *Battlestar Galactica* was a dramatically resonant series full of unique and individual characters, such as Commander Adama (Lorne Greene) and ace warrior Captain Apollo (Richard Hatch). The author contends that *Battlestar Galactica* was a memorable attempt to make science fiction accessible to mainstream television audiences. The brilliant work of artist John Dykstra brought a new world of special effects to network television. *Battlestar Galactica* also skillfully exploited legends and names from both the Bible and ancient mythology, which added a layer of depth and maturity to the weekly drama.

Independent Producers' Guide to Film and TV Contracts

Institutional Buying Guide

International business magazine for television.

Gladiator: The Roman Fighter's [Unofficial] Manual

Take One's Essential Guide to Canadian Film is the most exhaustive and up-to-date reference book on Canadian film and filmmakers, combining 700 reviews and biographical listings with a detailed chronology of major events in Canadian film and television history. Compiled by Wyndham Wise, the editor and publisher of Take One, Canada's most respected film magazine, with a foreword by Canadian director Patricia Rozema, this is the only reference book of its kind published in English. Each film title is listed with credits, a mini review, and significant awards. Biographical listings of directors, producers, actors, writers, animators, cinematographers, distributors, exhibitors, and independent filmmakers are accompanied by date and place of birth, date of death if applicable, a brief career overview, and a filmography. Wise celebrates Canadian achievement on both a national and an international scale, and juxtaposes the distinctly Canadian with Canada's exports to Hollywood: Maury Chaykin and Jim Carrey, John Candy and William Shatner, Mon Oncle Antoine and Porky's, Highway 61 and Meatballs, The Red Violin and The Art of War. From great early Hollywood stars like Walter Huston, Fay Wray, Mary Pickford, Norma Shearer, and Marie Dressler, to our current crop of star directors -

including Patricia Rozema, Atom Egoyan, David Cronenberg, Denys Arcand, Peter Mettler, Guy Maddin, and Robert Lepage - Canadians have made an important but largely unrecorded contribution to the history of world cinema. Impressive for its breadth of coverage, refreshing in its opinionated informality, this comprehensive and lively look at Canadian film culture at the start of the twenty-first century admirably fills the gap.

Personalized Digital Television

Since its original publication, *Expert Political Judgment* by New York Times bestselling author Philip Tetlock has established itself as a contemporary classic in the literature on evaluating expert opinion. Tetlock first discusses arguments about whether the world is too complex for people to find the tools to understand political phenomena, let alone predict the future. He evaluates predictions from experts in different fields, comparing them to predictions by well-informed laity or those based on simple extrapolation from current trends. He goes on to analyze which styles of thinking are more successful in forecasting. Classifying thinking styles using Isaiah Berlin's prototypes of the fox and the hedgehog, Tetlock contends that the fox--the thinker who knows many little things, draws from an eclectic array of traditions, and is better able to improvise in response to changing events--is more successful in predicting the future than the hedgehog, who knows one big thing, toils devotedly within one tradition, and imposes formulaic solutions on ill-defined problems. He notes a perversely inverse

relationship between the best scientific indicators of good judgement and the qualities that the media most prizes in pundits--the single-minded determination required to prevail in ideological combat. Clearly written and impeccably researched, the book fills a huge void in the literature on evaluating expert opinion. It will appeal across many academic disciplines as well as to corporations seeking to develop standards for judging expert decision-making. Now with a new preface in which Tetlock discusses the latest research in the field, the book explores what constitutes good judgment in predicting future events and looks at why experts are often wrong in their forecasts.

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