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THE TONGUE AND QUILL

AFH 33-337

The Tongue and Quill has been a valued Air Force resource for decades and many Airmen from our Total Force of uniformed and civilian members have contributed their talents to various editions over the years. This revision is built upon the foundation of governing directives and user's inputs from the unit level all the way up to Headquarters Air Force. A small team of Total Force Airmen from the Air University, the United States Air Force Academy, Headquarters Air Education and Training Command (AETC), the Air Force Reserve Command (AFRC), Air National Guard (ANG), and Headquarters Air Force compiled inputs from the field and rebuilt The Tongue and Quill to meet the needs of today's Airmen. The team put many hours into this effort over a span of almost two years to improve the content, relevance, and organization of material throughout this handbook. As the final files go to press it is the desire of The Tongue and Quill team to say thank you to every Airman who assisted in making this edition better; you have our sincere appreciation!

THE PSYCHOSOCIAL IMPLICATIONS OF DISNEY MOVIES

MDPI *In this volume of 15 articles, contributors from a wide range of disciplines present their analyses of Disney movies and Disney music, which are mainstays of popular culture. The power of the Disney brand has heightened the need for academics to question whether Disney's films and music function as a tool of the Western elite that shapes the views of those less empowered. Given its global reach, how the Walt Disney Company handles the role of race, gender, and sexuality in social structural inequality merits serious reflection according to a number of the articles in the volume. On the other hand, other authors argue that Disney productions can help individuals cope with difficult situations or embrace progressive thinking. The different approaches to the assessment of Disney films as cultural artifacts also vary according to the theoretical perspectives guiding the interpretation of both overt and latent symbolic meaning in the movies. The authors of the 15 articles encourage readers to engage with the material, showcasing a variety of views about the good, the bad, and the best way forward.*

WONDERFUL THINGS - LEARNING WITH MUSEUM OBJECTS

Packed with bright and tested ideas, this resource will help people of all ages relate to, understand, and explore museum objects. After an exploration of the process of learning from objects, the book puts these principles into practice, in the form of more than 50 easy-to-set-up games, designed to facilitate creative interaction with objects.

REVITALIZING ENDANGERED LANGUAGES

A PRACTICAL GUIDE

Cambridge University Press *Written by leading international scholars and activists, this guidebook provides ideas and strategies to support language revitalization.*

TO LIFE!

ECO ART IN PURSUIT OF A SUSTAINABLE PLANET

Univ of California Press *This title documents the burgeoning eco art movement from A to Z, presenting a panorama of artistic responses to environmental concerns, from Ant Farms anti-consumer antics in the 1970s to Marina Zurkows 2007 animation that anticipates the havoc wreaked upon the planet by global warming.*

ARTIFICIAL HELLS

PARTICIPATORY ART AND THE POLITICS OF SPECTATORSHIP

Verso Books *Since the 1990s, critics and curators have broadly accepted the notion that participatory art is the ultimate political art: that by encouraging an audience to take part an artist can promote new emancipatory social relations. Around the world, the champions of this form of expression are numerous, ranging from art historians such as Grant Kester, curators such as Nicolas Bourriaud and Nato Thompson, to performance theorists such as Shannon Jackson. Artificial Hells is the first historical and theoretical overview of socially engaged participatory art, known in the US as "social practice." Claire Bishop follows the trajectory of twentieth-century art and examines key moments in the development of a participatory aesthetic. This itinerary takes in Futurism and Dada; the Situationist International; Happenings in Eastern Europe, Argentina and Paris; the 1970s Community Arts Movement; and the Artists Placement Group. It concludes with a discussion of long-term educational projects by contemporary artists such as Thomas Hirschhorn, Tania Bruguera, Pawe? Althamer and Paul Chan. Since her controversial essay in Artforum in 2006, Claire Bishop has been one of the few to challenge the political and aesthetic ambitions of participatory art. In Artificial Hells, she not only scrutinizes the emancipatory claims made for these projects, but also provides an alternative to the ethical (rather than artistic) criteria invited by such artworks. Artificial Hells calls for a less prescriptive approach to art and politics, and for more compelling, troubling and bolder forms of participatory art and criticism.*

LAW FOR BUSINESS AND PERSONAL USE

Cengage Learning *Explore the foundations of business law as well as the application of legal concepts to everyday life. LAW FOR BUSINESS AND PERSONAL USE, 19E, combines strong content and interactive technology with consistent, proven instruction to maintain student interest and support active learning. Coverage includes contracts, criminal law, environmental law, family law, and consumer protection. With more than 1,000 cases, LAW FOR BUSINESS AND PERSONAL USE, 19E, offers plenty of opportunities for case analysis and research. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.*

STYLE MANUAL

THE ECONOMICS OF INTELLECTUAL PROPERTY. SUGGESTIONS FOR FURTHER RESEARCH IN DEVELOPING COUNTRIES AND COUNTRIES WITH ECONOMIES IN TRANSITION

WIPO *The series of papers in this publication were commissioned from renowned international economists from all regions. They review the existing empirical literature on six selected themes relating to the economics of intellectual property, identify the key research questions, point out research gaps and explore possible avenues for future research.*

A GUIDE TO TEACHING PRACTICE

Routledge *The fifth edition of this classic textbook will ensure that it remains one of the most useful and widely read texts for students embarking upon teacher training.*

THE LATE AGE OF PRINT

EVERYDAY BOOK CULTURE FROM CONSUMERISM TO CONTROL

Columbia University Press *Here, the author assesses our modern book culture by focusing on five key elements including the explosion of retail bookstores like Barnes & Noble and Borders, and the formation of the Oprah Book Club.*

THAT'S THE JOINT!

THE HIP-HOP STUDIES READER

Psychology Press *Spanning 25 years of serious writing on hip-hop by noted scholars and mainstream journalists, this comprehensive anthology includes observations and critiques on groundbreaking hip-hop recordings.*

BREAKCORE

IDENTITY AND INTERACTION ON PEER-TO-PEER

Cambridge Scholars Publishing *Peer-to-peer music exchange, sampling, and digital distribution have garnered much attention in recent years, notably in debates about authorship, intellectual property, media control, and 'Web 2'. However, empirical scholarship on how these technologies are used creatively by musicians and fans is still sparse. In this interdisciplinary ethnography of 'bedroom producer' culture, Andrew Whelan examines interaction and exchange within a specific online milieu: peer-to-peer chatrooms dedicated to electronic music, focusing on a genre known as 'breakcore'. The author draws on semantic anthropology, ethnomethodology, sociolinguistics, and critical musicology to explore the activity afforded by this controversial and criminalised environment. Through in-depth analysis of often ritually vituperative text-based interaction, discussions of music, and the samples used in that music, Whelan describes the cultural politics and aesthetics of bedroom producer identity, highlighting the roles gender and ethnicity play in the constitution of subcultural authenticity. Empirically driven throughout, this book also engages with a spectrum of social theory; in doing so, it highlights the intersections between gender, interaction, technology and music. This book will prove valuable for students and scholars with interests in gender and language use, computer-mediated communication, online subcultures and virtual community, and the evolution, production and distribution of electronic music.*

MCGRAW-HILL'S CONCISE GUIDE TO WRITING RESEARCH PAPERS

McGraw Hill Professional *Write an effective research paper--no sweat! The words "research paper" may send a chill down your spine. You're thinking about the hours of research and the days of writing ahead-and that's after wringing your hands about the topic! Never fear, this concise resource will guide you through the process step-by-step and make the experience painless. With veteran composition instructor Carol Ellison's advice, you'll be able to create a thought-provoking research paper that will get you the best possible grade! McGraw-Hill's Concise Guide to Writing Research Papers gives you the tools to: Organize a helpful outline before you write Find solid evidence at the library and on the Internet to back up your thesis Write effective sentences to support your topic Replace common phrases with attention-drawing wording to properly articulate your ideas Use smooth transitions between paragraphs to keep your paper flowing Craft eloquent summaries and conclusions Avoid accidental incidences of plagiarism Run a thorough check over your research paper before you hand it in*

MYST AND RIVEN

THE WORLD OF THE D'NI

University of Michigan Press *DIVThe inaugural title in the Landmark Video Games series/div*

MULTIMEDIA

MAKING IT WORK

Osborne Publishing *Thoroughly updated for new breakthroughs in multimedia; The internationally bestselling Multimedia: Making it Work has been fully revised and expanded to cover the latest technological advances in multimedia. You will learn to plan and manage multimedia projects, from dynamic CD-ROMs and DVDs to professional websites. Each chapter includes step-by-step instructions, full-color illustrations and screenshots, self-quizzes, and hands-on projects.*

CINEMATOGRAPHY: THEORY AND PRACTICE

IMAGE MAKING FOR CINEMATOGRAPHERS AND DIRECTORS

Taylor & Francis *There's more to being a DP than holding a light meter! With this book as your guide, you are on your way to learning not only about the equipment and technology, but also about the*

concepts and thought processes that will enable you to shoot professionally, efficiently, and with artistic mastery. A leading book in the field, *Cinematography* has been translated into many languages and is a staple at the world's top film schools. Lavishly produced and illustrated, it covers the entire range of the profession. The book is not just a comprehensive guide to current professional practice; it goes beyond to explain the theory behind the practice, so you understand how the rules came about and when it's appropriate to break them. In addition, directors will benefit from the book's focus on the body of knowledge they should share with their Director of Photography. *Cinematography* presents the basics and beyond, employing clear explanations of standard practice together with substantial illustrations and diagrams to reveal the real world of film production. Recognizing that professionals know when to break the rules and when to abide by them, this book discusses many examples of fresh ideas and experiments in cinematography. Covering the most up-to-date information on the film/digital interface, new formats, the latest cranes and camera support and other equipment, it also illustrates the classic tried and true methods.

SECURING PICTURE ARCHIVING AND COMMUNICATION SYSTEM (PACS)

CYBERSECURITY FOR THE HEALTHCARE SECTOR NIST SP 1800-24

DRAFT NIST SP 1800-24 Securing Picture Archiving and Communication System (PACS) The National Cybersecurity Center of Excellence at the National Institute of Standards and Technology built a laboratory to emulate a medical imaging environment, performed a risk assessment, and identified controls from the NIST Cybersecurity Framework to secure the medical imaging ecosystem. This project used Picture Archiving Communications Systems (PACS) and a Vendor Neutral Archive (VNA), and implemented controls to safeguard medical images from cybersecurity threats. PACS and VNA comprise the systems to centrally manage medical imaging data. Why buy a book you can download for free? We print the paperback book so you don't have to. First you gotta find a good clean (legible) copy and make sure it's the latest version (not always easy). Some documents found on the web are missing some pages or the image quality is so poor, they are difficult to read. If you find a good copy, you could print it using a network printer you share with 100 other people (typically its either out of paper or toner). If it's just a 10-page document, no problem, but if it's 250-pages, you will need to punch 3 holes in all those pages and put it in a 3-ring binder. Takes at least an hour. It's much more cost-effective to just order the bound paperback from Amazon.com This book includes original commentary which is copyright material. Note that government documents are in the public domain. We print these paperbacks as a service so you don't have to. The books are compact, tightly-bound paperback, full-size (8 1/2 by 11 inches), with large text and glossy covers. 4th Watch Publishing Co. is a HUBZONE SDVOSB. <https://usgovpub.com>

INTELLECTUAL PROPERTY AND THE SAFEGUARDING OF TRADITIONAL CULTURES: LEGAL ISSUES AND PRACTICAL OPTIONS FOR MUSEUMS, LIBRARIES AND ARCHIVES

WIPO This publication, prepared under the aegis of the WIPO Creative Heritage Project by two external consultants, Ms. Molly Torsen and Dr. Jane Anderson, offers legal information and compiles practical experiences on the management of intellectual property for cultural institutions whose collections comprise traditional cultural expressions. It seeks to respond directly to the needs of cultural institutions and indigenous and traditional communities dealing with the preservation, safeguarding and protection of cultural heritage.

UK STANDARD INDUSTRIAL CLASSIFICATION OF ECONOMIC ACTIVITIES 2007

Palgrave Macmillan A clear and logical aid to the revised coding of industrial activities for the United Kingdom in accordance with European regulations, introduced in 2008. This volume contains a hierarchical classification of all industrial activities. Also available: *Index to the UK Standard Industrial Classification of Economic Activities 2007*.

TRADING PSYCHOLOGY 2.0

FROM BEST PRACTICES TO BEST PROCESSES

John Wiley & Sons Practical trading psychology insight that can be put to work today *Trading Psychology 2.0* is a comprehensive guide to applying the science of psychology to the art of trading. Veteran trading psychologist and bestselling author Brett Steenbarger offers critical advice and proven techniques to help interested traders better understand the markets, with practical takeaways that can be implemented immediately. Academic research is presented in an accessible, understandable, engaging way that makes it relevant for practical traders, and examples, illustrations, and case studies bring the ideas and techniques to life. Interactive features keep readers engaged and involved, including a blog offering ever-expanding content, and a Twitter feed for quick tips. Contributions from market bloggers, authors, and experts bring fresh perspectives to the topic, and Steenbarger draws upon his own experience in psychology and statistical modeling as an active trader to offer insight into the practical aspect of trading psychology. Trading psychology is one of the few topics that are equally relevant to day traders and active investors, market makers and portfolio managers, and traders in different markets around the globe. Many firms hire trading coaches, but this book provides a coach in print, accessible 24/7 no matter what the market is doing. Understand the research at the core of trading psychology Examine the ways in which psychology is applied in real-world trading Implement practical tips immediately to see first-hand results Gain the perspective and insight of veteran traders

who apply these techniques daily While markets may differ in scale, scope, and activity, humans remain human, with all the inherent behavioral tendencies. Studying the market from the human perspective gives traders insight into how human behavior drives market behavior. *Trading Psychology 2.0* gives traders an edge, with expert guidance and practical advice.

PRECIOUS METAL

DECIBEL PRESENTS THE STORIES BEHIND 25 EXTREME METAL MASTERPIECES

Hachette UK *Decibel* magazine is regarded as the best extreme music magazine around. *Precious Metal* gathers pieces from *Decibel*'s most popular feature, the monthly "Hall of Fame" which documents the making of landmark metal albums via candid, hilarious, and fascinating interviews with every participating band member. *Decibel*'s editor-in-chief Albert Mudrian, has selected and expanded the best of these features, creating a definitive collection of stories behind the greatest extreme metal albums of all time.

THE INTERNATIONAL SPACE STATION

OPERATING AN OUTPOST IN THE NEW FRONTIER

Government Printing Office Looks at the operations of the International Space Station from the perspective of the Houston flight control team, under the leadership of NASA's flight directors, who authored the book. The book provides insight into the vast amount of time and energy that these teams devote to the development, planning and integration of a mission before it is executed. The passion and attention to detail of the flight control team members, who are always ready to step up when things do not go well, is a hallmark of NASA human spaceflight operations. With tremendous support from the ISS program office and engineering community, the flight control team has made the International Space Station and the programs before it a success.

INDESIGN TYPE

PROFESSIONAL TYPOGRAPHY WITH ADOBE INDESIGN

Adobe Press *Typography* is the foundation of graphic design, and the most effective way to be a better designer is to understand type and use it confidently and creatively. This fully updated third edition is a comprehensive guide to creating professional type with Adobe InDesign. It covers micro and macro typography concepts, from understanding the nuance of a single spacing width to efficiently creating long and complex documents. Packed with visual examples, InDesign expert and acclaimed design instructor Nigel French shows not just how to use InDesign's extensive type features, but why certain approaches are preferable to others, and how to avoid common mistakes. Whether you're creating a single-page flyer or a thousand-page catalog, whether your documents will be printed or viewed on screen, *InDesign Type* is an invaluable resource for getting the most out of InDesign's typographic toolset.

ADVERTISING AND PUBLIC RELATIONS LAW

Routledge Addressing a critical need, *Advertising and Public Relations Law* explores the issues and ideas that affect the regulation of advertising and public relations speech. Coverage includes the categorization of different kinds of speech afforded varying levels of First Amendment protection; court-created tests for laws and regulations of speech; and non content-based restrictions on speech and expression. Features of this second edition include: overviews and synopses for each chapter extended excerpts from major court decisions appendices providing a chart of the judicial system, a summary of the judicial process, an overview of alternative dispute resolution mechanisms, and the professional codes for media industry and business associations online materials for instructors. The volume is intended for upper-level undergraduate and graduate students in media, advertising and public relations law or regulation courses. It also serves as an essential reference for advertising and public relations practitioners.

THE NEW YORK TIMES MANUAL OF STYLE AND USAGE

THE OFFICIAL STYLE GUIDE USED BY THE WRITERS AND EDITORS OF THE WORLD'S MOST AUTHORITATIVE NEWS ORGANIZATION

Crown Publishing Group (NY) "The official style guide used by the writers and editors of the world's most authoritative news organization."

HUMAN RIGHTS IN THE DIGITAL AGE

Routledge *The digital age began in 1939 with the construction of the first digital computer. In the sixty-five years that have followed, the influence of digitisation on our everyday lives has grown steadily and today digital technology has a greater influence on our lives than at any time since its development. This book examines the role played by digital technology in both the exercise and suppression of human rights. The global digital environment has allowed us to reinterpret the concept of universal human rights. Discourse on human rights need no longer be limited by national or cultural boundaries and individuals have the ability to create new forms in which to exercise their rights or even to bypass national limitations to rights. The defence of such rights is meanwhile under constant assault by the newfound ability of states to both suppress and control individual rights through the application of these same digital technologies. This book gathers together an international group of experts working within this rapidly developing area of law and technology and focuses their attention on the specific interaction between human rights and digital technology. This is the first work to explore the challenges brought about by digital technology to fundamental freedoms such as privacy, freedom of expression, access, assembly and dignity. It is essential reading for anyone who fears digital technology will lead to the 'Big Brother' state.*

ETHICAL AND SOCIAL ISSUES IN THE INFORMATION AGE

Springer Science & Business Media *An introduction to the social and policy issues which have arisen as a result of IT. Whilst it assumes a modest familiarity with computers, the book provides a guide to the issues suitable for undergraduates. In doing so, the author prompts students to consider questions such as: * How do morality and the law relate to each other? * What should be covered in a professional code of conduct for information technology professionals? * What are the ethical issues relating to copying software? * Is electronic monitoring of employees wrong? * What are the moral codes of cyberspace? Throughout, the book shows how in many ways the technological development is outpacing the ability of our legal systems, and how different paradigms applied to ethical questions often proffer conflicting conclusions. As a result, students will find this a thought-provoking and valuable survey of the new and difficult ethical questions posed by the Internet, artificial intelligence, and virtual reality.*

GAIAN ECONOMICS

LIVING WELL WITHIN PLANETARY LIMITS

Gaian Economics is the second volume in the Four Keys to Sustainable Communities series and sets out to explore how we can develop healthy and abundant societies in harmony with our finite planetary resources. Using contributions from a wealth of authors (including Small Is Beautiful's E. F. Schumacher, eco-philosopher Joanna Macy, and Rob Hopkins of the Transition movement), the editors address ways of reducing our consumption to levels that enable natural systems to self-regenerate and to do so in ways that permit a high quality of life—that we live within our means and that we live well. Since the advent of the Scientific Revolution in the sixteenth century, humans have stood apart from the rest of nature, seeking to manipulate it for their benefit. Thus, we have learned to refer to the natural world as “the environment” and to see it, in economic terms, as little more than a bank of resources to be transformed into products for human use and pleasure. This has brought us to the brink of collapse, with natural systems straining under the weight of the population and the levels at which we are consuming. We are, however, on the threshold of a shift into a new way of seeing and understanding the world and our place within it—called, by some, the “Ecological Age.” It will be characterized by a new understanding of our place as a thread in the web of life, of our interconnectedness with all other living things. Gaian Economics offers ways forward toward this Ecological Age, giving suggestions for how it may take shape, and how it would work. The Four Keys represent the four dimensions of sustainable design—the Worldview, the Social, the Ecological, and the Economic. This series is endorsed by UNESCO and is an official contribution to the UN Decade of Education for Sustainable Development. The other books of the series are Beyond You and Me, Designing Ecological Habitats, and The Song of the Earth. The Four Keys to Sustainable Communities series was completed in 2012 and is now available in the U.S. for the first time.

INFORMATION FEUDALISM

WHO OWNS THE KNOWLEDGE ECONOMY?

Based on extensive interviews with key players, a study reveals how the "knowledge economy" is making slaves of everyone except for a few multinational companies and argues that in the globalized information society, the rich have found new ways to rob the poor, using intellectual property rules. Reprint.

WEBELOS HANDBOOK

THE ASCENSION OF ISAIAH

TRANSLATED FROM THE ETHIOPIC VERSION, WHICH, TOGETHER WITH THE NEW GREEK FRAGMENT, THE LATIN VERSIONS AND THE LATIN TRANSLATION OF THE SLAVONIC, IS HERE PUBLISHED IN FULL

This book has been considered by academicians and scholars of great significance and value to literature. This forms a part of the knowledge base for future generations. We have represented this book in the same form as it was first published. Hence any marks seen are left intentionally to preserve its true nature.

WOMEN'S EXPERIMENTAL CINEMA

CRITICAL FRAMEWORKS

Duke University Press *This volume offers introductions to the work of fifteen avant-garde American women filmmakers.*

NOISE/MUSIC

A HISTORY

"Noise/Music" looks at the phenomenon of noise in music, from experimental music at the early 20th century to the Japanese noise, music and glitch electronica of today. ... While it provides an excellent historical overview, the book's main concern is in the noise/music that has emerged since the mid 1970s, whether through industrial music, punk, free jazz or the purer noise of Merzbow. The book progresses seamlessly from discussions of John Cage, Erik Satie and Pauline Oliveros through to bands like Trobbing Gristle and the Boredoms. The author also examines the concept of noise from a philosophical perspective. Underpinned throughout by the ideas of Adorno, Deleuze and others, the author's writing is sharp and erudite. -- Summarized from back cover.

READING SONG LYRICS

BRILL *Reading Song Lyrics offers the first systematic introduction to lyrics as a vibrant genre of (performed) literature. It takes lyrics seriously as a complex form of verbal art that has been unjustly neglected in literary, music, and, to a lesser degree, cultural studies, partly as it cuts squarely across institutional boundaries. The first part of this book accordingly introduces a thoroughly transdisciplinary interpretive framework. It outlines theoretical approaches to issues such as performance and performativity, generic convention and cultural capital, sound and songfulness, mediality and musical multimedia, and step by step applies them to the example of a single song. The second part then offers three extended case studies which showcase the larger cultural and historical viability of this model. Probing into the relationship between lyrics and the ambivalent performance of national culture in Britain, it offers exemplary readings of a highly subversive 1597 ayre by John Dowland, of an 1811 broadside ballad about Sara Baartman, 'The Hottentot Venus', and of a 2000 song by 'jungle punk' collective Asian Dub Foundation. Reading Song Lyrics demonstrates how and why song lyrics matter as a paradigmatic art form in the culture of modernity.*

UBERVEILLANCE AND THE SOCIAL IMPLICATIONS OF MICROCHIP IMPLANTS: EMERGING TECHNOLOGIES

EMERGING TECHNOLOGIES

IGI Global *"This book presents case studies, literature reviews, ethnographies, and frameworks supporting the emerging technologies of RFID implants while also highlighting the current and predicted social implications of human-centric technologies"--Provided by publisher.*

THE PUBLIC DOMAIN

Createspace Independent Publishing Platform *In this insightful book you will discover the range wars of the new information age, which is today's battles dealing with intellectual property. Intellectual property rights marks the ground rules for information in today's society, including today's policies that are unbalanced and unsupported by any evidence. The public domain is vital to innovation as well*

as culture in the realm of material that is protected by property rights.

ECONOMICS: A CONTEMPORARY INTRODUCTION

Cengage Learning This very successful textbook is distinguished by a superior writing style that draws upon common student experiences to introduce economic concepts, making economic theory more accessible and interesting. Case Studies and numerous examples take advantage of students' intuitive knowledge of economics, building upon real-life situations. A streamlined design places pedagogy and illustrations directly within the flow of the text, making them less distracting and more useful for students. A fully integrated program of technology enhancements sets this text apart by pairing the book with numerous online multimedia learning tools that have been developed to help the text better serve a wide range of learning styles. The text uniquely integrates classroom use of *The Wall Street Journal* by including in-text pedagogy to help readers learn to analyze the latest economic events as reported in the *Journal*. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

PSYOP

Written as a Top Secret US Army procedural manual and released under the Freedom of Information act this manual describes the step-by-step process recommended to control and contain the minds of the enemy and the general public alike. Within these 180+ pages you will read in complete detailed the Mission of PSYOP as well as PSYOP Roles, Policies and Strategies and Core Tasks. Also included are the logistics and communication procedures used to insure the "right" people get the "right" information.

ESSENTIALS OF MARKETING RESEARCH

Holt Rinehart & Winston