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since the treaty of guadalupe hidalgo in 1848 the united states and mexico have been inextricably linked the blending of the american and mexican cultures has enriched both nations through a partnership to promote wider access to literary voices of mexican artists in the u s and american writers in mexico the national endowment for the arts the united states embassy in mexico and the national autonomous university of mexico have joined together to support a program of anthology publications and public outreach activities the two volume set lineas conectadas nueva poesia de los estados unidos and connecting lines new poetry from mexico is the first installment in the series with definitive translations by leading writers and scholars these dual volumes offer a glimpse into the beauty of the mexican and the american experience through the microscopic lens of poetry whether read for personal pleasure or classroom study lineas conectadas and connecting lines are a must read for anyone curious of our ever increasing multicultural identity publisher s website

the digital divide is a significant component of the development divide and that ict can be a factor in responding to the new challenges of globalisation and addressing longstanding issues of inequality however the evidence is that top down initiatives never work unless they are fully endorsed at local level this book is a resource to help the spread of community access points it covers five themes enabling an environment for the development of information kiosks characteristics of success measuring impact new approaches to ict for development selected case studies

in this volume experts on the spanish golden age from the united kingdom ireland

and the united states offer analyses of contemporary works that have been influenced by the classics from the sixteenth and seventeenth centuries part of the formation of a sense of national identity always a problematic concept in spain is founded in the recognition and appreciation of what has come beforehand and no other era in the history of spanish literature and drama represents the talent and fascination that spaniards and non spaniards alike possess with the artistic legacy of this country in order to establish properly a context for the study of literature or history one cannot always study the works writers or era in isolation rather performing scholarly studies on these topics as a continuation of what has come before reveals that many thoughts concepts character types criticisms and social issues have been thoroughly explored by our literary ancestors this era is referred to as the golden age not only because of the voluminous production of art literature drama and poetry but also because writers such as miguel de cervantes lope de vega and pedro calderón de la barca influenced by the re birth of the classical masters presented the reading and viewing public with genuine human emotions and experiences in a more comprehensive manner than in previous eras in the twentieth century spain faced a series of political crises the spanish civil war 1936 39 and the franco dictatorship 1939 75 followed by the transition and the concept of historical memory have provided contemporary spanish writers with the impetus and freedom to express their views a frequent source of inspiration has been the golden age that epoch of history that produced such political and religious upheaval and this book explores the manner in which contemporary spaniards have reached into the past to connect with their present world

written from a real world perspective by an award winning copywriter producer director this comprehensive guide is what every writer needs to create powerful strategic ad copy focusing on strategy technique and the skills needed to write for different media the copywriter s toolkit book will sharpen your copywriting skills whatever your level introduces essential conceptual strategies and key writing techniques for result driven copy provides practical advice on writing for specific media including print radio tv websites blogs social media ambient digital direct mail product packaging and viral marketing covers all areas of copy development on strategy and on target messaging headline and slogan creation brand personality and tone of voice broadcast production conceptualization and print digital typesetting consideration presents innovative visual examples from exciting multimedia campaigns comments from copywriters at world renowned agencies inspiring radio scripts tv scripts and storyboards effective blog posts imaginative package copy and more shares invaluable writing tips and insights from award winning copywriters currently at global agencies includes supplementary website an instructor s manual sample syllabus powerpoint presentations and creative assignments as well as student study aids flashcards podcasts and or webinars by the author and links to sample and featured campaigns agencies and related videos

for several years the concept of virtual client or virtual customer has been part of the world of libraries and information services this publication contains the proceedings of a satellite meeting on this topic organized by the management and marketing section of ifla and held in sao paulo brazil in august 2004 it contains papers from more general points of views such as the democratization of access to digital information to more specific questions such as virtual libraries and new services not forgetting user and librarian education web site design more specialized information etc the readers of these proceedings will find along these pages a very stimulating content which will guide them towards better services for virtual clients

papers are presented in the original language of their presentation portuguese french spanish and english with summaries in these four languages

in its 114th year billboard remains the world's premier weekly music publication and a diverse digital events brand content and data licensing platform billboard publishes the most trusted charts and offers unrivaled reporting about the latest music video gaming media digital and mobile entertainment issues and trends

a systematic assessment of the impact of public access to computers and the internet with findings from developing countries in south america asia and africa shared public access to computers and the internet in developing countries is often hailed as an effective low cost way to share the benefits of digital technology yet research on the economic and social effects of public access to computers is lacking this volume offers the first systematic assessment of the impact of shared public access in the developing world with findings from ten countries in south america asia and africa it provides evidence that the benefits of diversified participation in digital society go beyond providing access to technology public access venues most often internet cafés in cities and state run telecenters in rural areas are places for learning sharing working empowerment and finding opportunities the book documents the impact of public access on individuals on society and networks and on women chapters report findings and examine policy implications of research on such topics as users perceptions of the benefits of internet café use in jordan ict job training in rwanda understanding user motivations and risk factors for overuse and internet addiction in china the effect of technology use on social inclusion among low income urban youth in argentina productive uses of technologies by grassroots organizations in peru use of technology by migrant ethnic minority burmese women in thailand to maintain ties with their culture and their family and friends and women's limited access to the most ubiquitous type of venue cybercafés in practically all countries studied and quite severely in some places e.g. uttar pradesh india contributing editors erwin a alampay roxana barrantes cáceres hernan galperin abiodun jagun george sciadas ramata molo thioune kentaro toyama chapter authors ali farhan abuseileek carolina aguerre oluwasefunmi tale arogundade nor aziah alias sebastián benítez larghi jorge bossio juan fernando bossio marina laura calamari nikos dacanay jean damascène mazimpaka laurent aristide eyinga eyinga mary luz feranil ariel fontecoba omar fraihat martin s hagger jianbin hao sulaiman hashim izaham shah ismail haziah jamaludin xuemei jiang laura león guoxin li balwant singh nidhi mehta marina moguillansky marhaini mohd noor avis momeni théodomir mugiraneza jimena orchuela patricia peña miranda alejandra phillippi jimenaponce de león ghaleb rabab ah saif addeen alrababah wei shang ryan v silverio sylvie siyam siwe efenita m taqueban olga balbine tsafack nguekeng xiaoguang yang

hispanic marketing connecting with the new latino consumer is about using cultural insights to connect with latino consumers it's about marketing strategies that tap into the passion of hispanic consumers so that marketers and service providers can establish the deep connections they need for a successful campaign this book provides an understanding of the latino consumer that goes beyond simplistic recipes this highly revised and expanded edition comes on the heels of new us census figures hispanics now account for 53 of the us population growth since 2000 soaring to over 16 of the total population corporations are now realizing that they must incorporate hispanic cultural values into their products services and communications this edition reflects and responds to the profound changes the

latino market has experienced since the first edition it considers the way in which changes in cultural identity immigration economics and market synergies need to be addressed in a new relationship with hispanic consumers twenty five new industry case studies illustrate the chapters these case studies show how brands from diverse categories have developed a cultural understanding of their latino target and created campaigns that established strong bonds

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Introduction

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