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## **MALIK MIKAYLA**

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"How did a 75-year old Star Trek actor become a social media juggernaut with nearly four million fans on Facebook? Why does everything he posts spread like wildfire across the ether, with tens to hundreds of thousands of likes and shares? And what can other sites, celebrities, brands and

companies do to attain his stratospheric engagement levels, which hover near 100 percent while most languish in the single digits? In this candid, hilarious and informative book, Takei recounts his experiences on platforms such as Twitter, YouTube and Facebook, where fans and pundits alike have crowned him King. He muses about everything from the nature of viral sharing, to the taming of

Internet trolls, to why Yoda, bacon and cats are such popular memes. Takei isn't afraid to tell it likes he sees it, and to engage the reader just as he does his legions of fans. Both provokingly thoughtful and wickedly funny, Oh Myyy! captures and comments upon the quirky nature of our plugged-in culture. With Takei's conversational yet authoritative style, peppered with some of his favorite images from the web, readers should be prepared to LOL, even as they can't help but hear

his words in their heads in that unmistakable, deep bass."--Back cover.

#### **PC Mag A&V**

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#### PC Mag A&V

How the rise of the large-scale atrium space in the 1970s and '80s changed the way buildings could

be designed, constructed, regulated, and occupied. In the 1970s, a void opened at the heart of architecture. In hotels, offices, public buildings, and commercial centers, the atrium emerged globally to challenge the modernist legacies of form and function, altering the pattern and experience of cities. While often appearing at vast scale and to striking effect, the atrium also became omnipresent and mundane. In this lively critique, Charles Rice charts the atrium's

appearance in the 1970s and its development through the 1980s, as it accompanied profound shifts in the discipline and practice of architecture. During this period, architectural practice especially in the United States and United Kingdom was changing rapidly, due in part to the manifold effects of deregulation. All aspects of the way buildings were designed, developed, regulated, built, managed, and occupied were being reshaped. A practice guided by the progressive

tenets of modernism was being turned into a professional service fully integrated within neoliberal social and economic imperatives. As Rice shows, the atrium gives this story a distinct spatial and material figure, one that offers an inside view of architecture in transformation.

*PC Mag A&V*

"A major contribution to the study of global events in times of global media. *Owning the Olympics* tests the possibilities and limits of the concept of 'media events' by

analyzing the mega-event of the information age: the Beijing Olympics. . . . A good read from cover to cover." —Guobin Yang, Associate Professor, Asian/Middle Eastern Cultures & Sociology, Barnard College, Columbia University From the moment they were announced, the Beijing Games were a major media event and the focus of intense scrutiny and speculation. In contrast to earlier such events, however, the Beijing Games are also unfolding in a newly

volatile global media environment that is no longer monopolized by broadcast media. The dramatic expansion of media outlets and the growth of mobile communications technology have changed the nature of media events, making it significantly more difficult to regulate them or control their meaning. This volatility is reflected in the multiple, well-publicized controversies characterizing the run-up to Beijing 2008. According to many Western

commentators, the People's Republic of China seized the Olympics as an opportunity to reinvent itself as the "New China"--a global leader in economics, technology, and environmental issues, with an improving human-rights record. But China's maneuverings have also been hotly contested by diverse global voices, including prominent human-rights advocates, all seeking to displace the official story of the Games. Bringing together a distinguished group of scholars from Chinese

studies, human rights, media studies, law, and other fields, *Owning the Olympics* reveals how multiple entities--including the Chinese Communist Party itself---seek to influence and control the narratives through which the Beijing Games will be understood. *digitalculturebooks* is an imprint of the University of Michigan Press and the Scholarly Publishing Office of the University of Michigan Library dedicated to publishing innovative and accessible

work exploring new media and their impact on society, culture, and scholarly communication. Visit the website at [www.digitalculture.org](http://www.digitalculture.org).

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Branding guru Aaker

shows how to eliminate the competition and become the lead brand in your market This groundbreaking book defines the concept of brand relevance using dozens of case studies-Prius, Whole Foods, Westin, iPad and more-and explains how brand relevance drives market dynamics, which generates opportunities for your brand and threats for the competition. Aaker reveals how these companies have made other brands in their categories irrelevant. Key points: When managing a

new category of product, treat it as if it were a brand; By failing to produce what customers want or losing momentum and visibility, your brand becomes irrelevant; and create barriers to competitors by supporting innovation at every level of the organization. Using dozens of case studies, shows how to create or dominate new categories or subcategories, making competitors irrelevant Shows how to manage the new category or subcategory as if it were a brand and how to create

barriers to competitors Describes the threat of becoming irrelevant by failing to make what customer are buying or losing energy David Aaker, the author of four brand books, has been called the father of branding This book offers insight for creating and/or owning a new business arena. Instead of being the best, the goal is to be the only brand around-making competitors irrelevant.  
*Genetically Engineered Viruses* A&V  
Strategy is something



with which managers regularly engage throughout their working lives, yet it is often written and researched as though periodic box-ticking exercises are the only show in town. This textbook provides students and professionals with a solid understanding of the strategic management theories, along with the tools needed to apply them and contribute toward successful organizations. The author starts from how strategy is realized in the business

world and applies the key theories to provide a rounded understanding. Contemporary cases studies are provided to help readers visualize the application of strategic thinking. Including the various stakeholders, organizational politics and culture, the author opens a window to the real world of strategic management. Primarily aimed at postgraduate students and those in executive education, this textbook will also be useful as a handbook for managers looking to get their heads

around this easily confused subject. *100 of the Best Caves for Spelunking In the World* Taylor & Francis  
Are you looking for a journey that will take you through this amazing obok, along with funny comments and a word puzzle? Then this book is for you. Whether you are looking at this book for curiosity, choices, options, or just for fun; this book fits any criteria. Writing this book did not happen quickly. It is thorough look at accuracy and foundation before the

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**100 of the Top Caves for Begginers** John Wiley & Sons

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Covers receipts and expenditures of appropriations and other funds.

Statement of Disbursements of the House University of Michigan Press

Are you looking for a journey that will take you through this amazing obok, along with funny comments and a word puzzle? Then this book is for you. Whether you are looking at this book for

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The STREAM TONE: The Future of Personal Computing?

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PC Mag

This book is an excellent, up-to-date reference on a relatively young area of research in which virology, cellular biology and molecular pathogenesis govern the principles of coinvestigation. Thus, the book will be of great interest to virologists, molecular immunologists and biologists, and biochemists but also to clinical pharmacologists in the long-term search for new antiviral agents. Ulrich Desselberger, Gif-

sur-Yvette/Cambridge. Infection of a naïve (non-immune) host with a virus elicits an immediate response which results in a cascade of changes in the host, including an interferon response (innate immunity). The outcome of this interaction is influenced by the genes of the virus as well as the genes of the host. Interestingly, different viruses do it in different ways. Not only is there a plethora of mechanisms used by the invading organisms, but the host has also evolved

a great variety of redundant and robust countermeasures. This interplay of host and virus represents one of the most significant frontiers in biology today. A clearer understanding of the mechanisms involved will arm us with better strategies to deal with viruses, including emerging pathogens and potential bioterrorism agents. This book is sure to benefit students, scientists, and physicians working in the areas of virology, immunology, microbiology, and

infectious diseases. Pharmaceutical industry professionals will also find interest in this illuminating look into virus/host interactions. *Owning the Olympics* PCMag.com is a leading authority on technology, delivering Labs-based, independent reviews of the latest products and services. Our expert industry analysis and practical solutions help you make better buying decisions and get more from technology. *Modulation of Host Gene Expression and Innate*

*Immunity by Viruses*

Innovation in technology and services was once the result of specialist knowledge developed within a single corporation; now, a single focus on the development of new products and services is no longer enough. In *Interactive Business Communities*, Mitsuru Kodama shows how a new business approach can enable managers to access, share and integrate diverse knowledge both

inside and outside the corporation using Boundary Networks to operate across more formal organizational and knowledge boundaries at all levels. Drawing on his studies of large corporations in America and the Far East, Mitsuru, shows how different companies have already started to take this path. He explains the kind of networks and strategic partnerships that have emerged and gives practical guidelines on

how to begin forming in-house business communities and extending this to interactive business communities with customers and other organizations. This book is a valuable resource for business educators and researchers, and senior executives responsible for strategy, particularly in high-tech industries, will find insights and ideas to tackle 21st century market and business discontinuities.

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