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**KEY=FUNDRAISING - TRAVIS KANE**

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### The Digital Fundraising Book

This is the guide for charities and nonprofits to help you learn all you need to know about digital fundraising. It covers everything from the very basics, right up to the tricky stuff, like maximising conversion rates. A must-read for anyone wanting to develop their digital fundraising strategy.

### Technology in Nonprofit Organizations and Voluntary Action

**BRILL** Information and communication technologies (ICT) are major forces shaping our current age. ICT affects many areas of human existence and influences the both human wellbeing and human evil. The nonprofit sector is already heavily involved in technology both as a way to pursue its mission and as an influential factor in the evolution of the sector. This article examines how technology affects the sector and how the sector uses technology in its work.

### Little Thumb of America

### Finding My Birth Mother in El Salvador

Independently Published This is an adoption story like no other. It's already gotten more than 200,000 views on YouTube and been shared around the world. Now, you're going to get the complete un-told story of how I found my birth mother in El Salvador. I was adopted from El Salvador at age 1 and grew up my entire life in Massachusetts. One day, after a series of events, I decided to book a trip to the country and try to find my birth mother. All I had was a photo of her. That's it. None of the contact information I had was working. The phone number I had for lawyer who did the adoption wouldn't work. Ultimately, I only had one option. I set out to visit the town where she "supposedly" lived 25 years ago. My mission was to print out a bunch of photos, hand them out, and hope that someone knew her. I had no idea what to expect, but I could NEVER predict what happened next. Not only did I find my birth mother, but I also discovered that I have a brother and two sisters. What's more, my brother had been searching for me his entire life. What You'll Witness... This story takes you behind-the-scenes of my popular YouTube video. You'll join me on the search for my birth mother. Along with deep personal disclosures about my life growing up as an adopted only-child, you will also witness an authentic transformation. On the outset, I was guarded, skeptical, and angry when it came to issues surrounding my trip. I was afraid of gang violence and crime in the country of El Salvador. You will see how my feelings slowly change and why I held them in the first place. This book is an exploration of culture, identity, and adoption. It dives deep into the connection between a mother and a child, along with what it means to be human.

### Ours to Hack and to Own

### The Rise of Platform Cooperativism, A New Vision for the Future of Work and a Fairer Internet

OR Books Real democracy and the Internet are not mutually exclusive. Here, for the first time in one volume, are some of the most cogent thinkers and doers on the subject of the cooptation of the Internet, and how we can resist and reverse the process. The activists who have put together Ours to Hack and to Own argue for a new kind of online economy: platform cooperativism, which combines the rich heritage of cooperatives with the promise of 21st-century technologies, free from monopoly, exploitation, and surveillance. The on-demand economy is reversing the rights and protections workers fought for centuries to win. Ordinary Internet users, meanwhile, retain little control over their personal data. While promising to be the great equalizers, online platforms have often exacerbated social inequalities. Can the Internet be owned and governed differently? What if Uber drivers set up their own platform, or if a city's residents controlled their own version of Airbnb? This book shows that another kind of Internet is possible—and that, in a new generation of online platforms, it is already taking shape. Included in this volume are contributions from Michel Bauwens, Yochai Benkler, Francesca Bria, Susie Cagle, Miriam Cherry, Ra Criscitiello, John Duda, Marina Gorbis, Karen Gregory, Seda Gürses, Steven Hill, Dmytri Kleiner, Vasilis Kostakis, Brendan Martin, Micky Metts, Kristy Milland, Mayo Fuster Morell, Jessica Gordon Nembhard, Rachel O'Dwyer, Janelle Orsi, Michael Peck, Carmen Rojas, Douglas Rushkoff, Saskia Sassen, Juliet Schor, Palak Shah, Tom Slee, Danny Spitzberg, Arun Sundararajan, Astra Taylor, Cameron Tonkinwise, McKenzie Wark, and Caroline Woolard.

### Venture Deals

### Be Smarter Than Your Lawyer and Venture Capitalist

John Wiley & Sons An engaging guide to excelling in today's venture capital arena Beginning in 2005, Brad Feld and Jason Mendelson, managing directors at Foundry Group, wrote a long series of blog posts describing all the parts of a typical venture capital Term Sheet: a document which outlines key financial and other terms of a proposed investment. Since this time, they've seen the series used as the basis for a number of college courses, and have been thanked by thousands of people who have used the information to gain a better understanding of the venture capital field. Drawn from the past work Feld and Mendelson have written about in their blog and augmented with newer material, Venture Capital Financings puts this discipline in perspective and lays out the strategies that allow entrepreneurs to excel in their start-up companies. Page by page, this book discusses all facets of the venture capital fundraising process. Along the way, Feld and Mendelson touch on everything from how valuations are set to what externalities venture capitalists face that factor into entrepreneurs' businesses. Includes a breakdown analysis of the mechanics of a Term Sheet and the tactics needed to negotiate Details the different stages of the venture capital process, from starting a venture and seeing it through to the later stages Explores the entire venture capital ecosystem including those who invest in venture capitalist Contain standard documents that are used in these transactions Written by two highly regarded experts in the world of venture capital The venture capital arena is a complex and competitive place, but with this book as your guide, you'll discover what it takes to make your way through it.

### Media Innovation and Entrepreneurship

Media Innovation & Entrepreneurship is an open, collaboratively written and edited volume designed to fill the needs of a growing number of journalism and mass communications programs in the U.S. that are teaching media entrepreneurship, media innovation, and the business of journalism to undergraduate and graduate students.

### Nonprofit Fundraising 101

John Wiley & Sons "Nonprofit Fundraising 101 is a practical guide for nonprofit professionals and decision makers that helps them take their cause mobile. Building on the success of the author's previous title, Nonprofit Management 101, Nonprofit Fundraising 101 takes readers deep into the specific applications of mobile technology -- one of the hottest topics for nonprofits. This this new book provides readers with practical tips and tools, as well as expert advice and insights from a variety of well-recognized industry experts, comprehensively addressing all areas a nonprofit can utilize mobile technology. It expertly addresses how to use mobile to build and retain audiences, manage and promote content, recruit and utilize volunteers, fundraise more efficiently and effectively, and monitor organizations' goals and key performance indicators, as well as offers specific mobile tools and applications that will meet each nonprofits needs. Readers of this book get a comprehensive look at a critical and emerging set of tools and practices, all designed to empower and enable them to use mobile technology to run their nonprofits more effectively and efficiently. Also features a toolkit of resources, best practices, and practical tips to establish and maintain a robust mobile presence for their nonprofit. Nonprofit Fundraising 101 addresses the entire spectrum of mobile technology use for nonprofits, including information on topics ranging from organizational effectiveness, audience building and communications strategies, volunteer recruitment and management, as well as an overall guide to existing tools and applications"--

## The Hardware Startup Building Your Product, Business, and Brand

"O'Reilly Media, Inc." Thanks to the decreasing cost of prototyping, it's more feasible for professional makers and first-time entrepreneurs to launch a hardware startup. But exactly how do you go about it? This book provides the roadmap and best practices you need for turning a product idea into a full-fledged business. Written by three experts from the field, *The Hardware Startup* takes you from idea validation to launch, complete with practical strategies for funding, market research, branding, prototyping, manufacturing, and distribution. Two dozen case studies of real-world startups illustrate possible successes and failures at every stage of the process. Validate your idea by learning the needs of potential users. Develop branding, marketing, and sales strategies early on. Form relationships with the right investment partners. Prototype early and often to ensure you're on the right path. Understand processes and pitfalls of manufacturing at scale. Jumpstart your business with the help of an accelerator. Learn strategies for pricing, marketing, and distribution. Be aware of the legal issues your new company may face.

## Terrorist Use of Cryptocurrencies

## Technical and Organizational Barriers and Future Threats

Rand Corporation The success of counterterrorism finance strategies in reducing terrorist access to official currencies has raised concerns that terrorist organizations might increase their use of such digital cryptocurrencies as Bitcoin to support their activities. RAND researchers thus consider the needs of terrorist groups and the advantages and disadvantages of the cryptocurrency technologies available to them.

## Nonprofit Management 101

## A Complete and Practical Guide for Leaders and Professionals

John Wiley & Sons A comprehensive handbook for leading a successful nonprofit. This handbook can educate and empower a whole generation of nonprofit leaders and professionals by bringing together top experts in the field to share their knowledge and wisdom gained through experience. This book provides nonprofit professionals with the conceptual frameworks, practical knowledge, and concise guidance needed to succeed in the social sector. Designed as a handbook, the book is filled with sage advice and insights from a variety of trusted experts that can help nonprofit professionals prepare to achieve their organizational and personal goals, develop a better understanding of what they need to do to lead, support, and grow an effective organization. Addresses a wealth of topics including fundraising, Managing Technology, Marketing, Finances, Advocacy, Working with Boards. Contributors are noted nonprofit experts who define the core capabilities needed to manage a successful nonprofit. Author is the former Executive Director of Craigslist Foundation. This important resource offers professionals key insights that will have a direct impact on improving their daily work.

## Effective Fundraising for Nonprofits

## Real-world Strategies that Work

NOLO Features advice and stories from over forty experienced fundraisers, with information on how to work with individual donors, plan special events, solicit grants, get media coverage, and use the Web to further fundraising goals.

## Venture Capital For Dummies

John Wiley & Sons Secure venture capital? Easy. Getting a business up and running or pushing a brilliant product to the marketplace requires capital. For many entrepreneurs, a lack of start-up capital can be the single biggest roadblock to their dreams of success and fortune. *Venture Capital For Dummies* takes entrepreneurs step by step through the process of finding and securing venture capital for their own projects. Find and secure venture capital for your business up and running. Push a product to the marketplace. If you're an entrepreneur looking for hands-on guidance on how to secure capital for your business, the information in *Venture Capital For Dummies* gives you the edge you need to succeed.

## Introducing Ethereum and Solidity

## Foundations of Cryptocurrency and Blockchain Programming for Beginners

Apress Learn how to use Solidity and the Ethereum project - second only to Bitcoin in market capitalization. Blockchain protocols are taking the world by storm, and the Ethereum project, with its Turing-complete scripting language Solidity, has rapidly become a front-runner. This book presents the blockchain phenomenon in context; then situates Ethereum in a world pioneered by Bitcoin. See why professionals and non-professionals alike are honing their skills in smart contract patterns and distributed application development. You'll review the fundamentals of programming and networking, alongside its introduction to the new discipline of crypto-economics. You'll then deploy smart contracts of your own, and learn how they can serve as a back-end for JavaScript and HTML applications on the Web. Many Solidity tutorials out there today have the same flaw: they are written for "advanced" JavaScript developers who want to transfer their skills to a blockchain environment. *Introducing Ethereum and Solidity* is accessible to technology professionals and enthusiasts of all levels. You'll find exciting sample code that can move forward real world assets in both the academic and the corporate arenas. Find out now why this book is a powerful gateway for creative technologists of all types, from concept to deployment. What You'll Learn See how Ethereum (and other cryptocurrencies) work. Compare distributed apps (dapps) to web apps. Write Ethereum smart contracts in Solidity. Connect Ethereum smart contracts to your HTML/CSS/JavaScript web applications. Deploy your own dapp, coin, and blockchain. Work with basic and intermediate smart contracts. Who This Book Is For Anyone who is curious about Ethereum or has some familiarity with computer science. Product managers, CTOs, and experienced JavaScript programmers. Experts will find the advanced sample projects in this book rewarding because of the power of Solidity.

## Regulating Blockchain

## Techno-Social and Legal Challenges

The aim of this book is to understand the technological and business potential of the blockchain technology and to reflect on its legal challenges, providing an unparalleled critical analysis of the disruptive potential of this technology for the economy and the legal system.

## Producing Open Source Software

## How to Run a Successful Free Software Project

"O'Reilly Media, Inc." The corporate market is now embracing free, "open source" software like never before, as evidenced by the recent success of the technologies underlying LAMP (Linux, Apache, MySQL, and PHP). Each is the result of a publicly collaborative process among numerous developers who volunteer their time and energy to create better software. The truth is, however, that the overwhelming majority of free software projects fail. To help you beat the odds, O'Reilly has put together *Producing Open Source Software*, a guide that recommends tried and true steps to help free software developers work together toward a common goal. Not just for developers who are considering starting their own free software project, this book will also help those who want to participate in the process at any level. The book tackles this very complex topic by distilling it down into easily understandable parts. Starting with the basics of project management, it details specific tools used in free software projects, including version control, IRC, bug tracking, and Wikis. Author Karl Fogel, known for his work on CVS and Subversion, offers practical advice on how to set up and use a range of tools in combination with open mailing lists and archives. He also provides several chapters on the essentials of recruiting and motivating developers, as well as how to gain much-needed publicity for your project. While managing a team of enthusiastic developers -- most of whom you've never even met -- can be challenging, it can also be fun. *Producing Open Source Software* takes this into account, too, as it speaks of the sheer pleasure to be had from working with a motivated team of free software developers.

## Digital Entrepreneurship in Africa

### How a Continent Is Escaping Silicon Valley's Long Shadow

**MIT Press** The hope and hype about African digital entrepreneurship, contrasted with the reality on the ground in local ecosystems. In recent years, Africa has seen a digital entrepreneurship boom, with hundreds of millions of dollars poured into tech cities, entrepreneurship trainings, coworking spaces, innovation prizes, and investment funds. Politicians and technologists have offered Silicon Valley-influenced narratives of boundless opportunity and exponential growth, in which internet-enabled entrepreneurship allows Africa to “leapfrog” developmental stages to take a leading role in the digital revolution. This book contrasts these aspirations with empirical research about what is actually happening on the ground. The authors find that although the digital revolution has empowered local entrepreneurs, it does not untether local economies from the continent's structural legacies. Drawing on a five-year research project, the authors show how entrepreneurs creatively and productively adapt digital technologies to local markets rather than dreaming of global dominance, achieving sustainable businesses by scaling based on relationships and customizing digital platform business models for African infrastructure challenge. The authors examine African entrepreneurial ecosystems; show that African digital entrepreneurs have begun to form a new professional class, becoming part of a relatively exclusive cultural and economic elite; and discuss the impact of Silicon Valley's mythologies and expectations. Finally, they consider the implications of their findings and offer recommendations to policymakers and others.

## Wise Guy

### Lessons from a Life

**Penguin** Silicon Valley icon and bestselling author Guy Kawasaki shares the unlikely stories of his life and the lessons we can draw from them. Guy Kawasaki has been a fixture in the tech world since he was part of Apple's original Macintosh team in the 1980s. He's widely respected as a source of wisdom about entrepreneurship, venture capital, marketing, and business evangelism, which he's shared in bestselling books such as *The Art of the Start* and *Enchantment*. But before all that, he was just a middle-class kid in Hawaii, a grandson of Japanese immigrants, who loved football and got a C+ in 9th grade English. *Wise Guy*, his most personal book, is about his surprising journey. It's not a traditional memoir but a series of vignettes. He toyed with calling it *Miso Soup for the Soul*, because these stories (like those in the *Chicken Soup* series) reflect a wide range of experiences that have enlightened and inspired him. For instance, you'll follow Guy as he . . . • Gets his first real job in the jewelry business--which turned out to be surprisingly useful training for the tech world. • Disparages one of Apple's potential partners in front of that company's CEO, at the sneaky instigation of Steve Jobs. • Blows up his Apple career with a single sentence, after Jobs withholds a pre-release copy of the Think Different ad campaign: "That's okay, Steve, I don't trust you either." • Reevaluates his self-importance after being mistaken for Jackie Chan by four young women. • Takes up surfing at age 62--which teaches him that you can discover a new passion at any age, but younger is easier! Guy covers everything from moral values to business skills to parenting. As he writes, "I hope my stories help you live a more joyous, productive, and meaningful life. If *Wise Guy* succeeds at this, then that's the best story of all."

## Data Feminism

**MIT Press** A new way of thinking about data science and data ethics that is informed by the ideas of intersectional feminism. Today, data science is a form of power. It has been used to expose injustice, improve health outcomes, and topple governments. But it has also been used to discriminate, police, and surveil. This potential for good, on the one hand, and harm, on the other, makes it essential to ask: Data science by whom? Data science for whom? Data science with whose interests in mind? The narratives around big data and data science are overwhelmingly white, male, and techno-heroic. In *Data Feminism*, Catherine D'Ignazio and Lauren Klein present a new way of thinking about data science and data ethics—one that is informed by intersectional feminist thought. Illustrating data feminism in action, D'Ignazio and Klein show how challenges to the male/female binary can help challenge other hierarchical (and empirically wrong) classification systems. They explain how, for example, an understanding of emotion can expand our ideas about effective data visualization, and how the concept of invisible labor can expose the significant human efforts required by our automated systems. And they show why the data never, ever “speak for themselves.” *Data Feminism* offers strategies for data scientists seeking to learn how feminism can help them work toward justice, and for feminists who want to focus their efforts on the growing field of data science. But *Data Feminism* is about much more than gender. It is about power, about who has it and who doesn't, and about how those differentials of power can be challenged and changed.

## A Crowdfunder's Strategy Guide

### Build a Better Business by Building Community

**Berrett-Koehler Publishers** **More Than Money** Jamey Stegmaier knows crowdfunding. He's a veteran of seven successful Kickstarter campaigns (and counting) that have raised over \$1.4 million, and he's the proprietor of the widely read *Kickstarter Lessons* blog. In this book he offers a comprehensive guide to crowdfunding, demonstrating that it can be a powerful way for entrepreneurs to grow their businesses by building community and putting their customers first. This book includes over forty stories of inspiring successes and sobering disasters. Stegmaier uses these examples to demonstrate how to (and how not to) prepare for a campaign, grow a fan base, structure a pitch, find new backers, and execute many other crucially important “nuts and bolts” elements of a successful crowdfunding project. But Stegmaier emphasizes that the benefits of crowdfunding are much more about the “crowd” than the “funding.” He shows that if you treat your backers as people, not pocketbooks—communicate regularly and transparently with them, ask their opinions, attend to their needs—they'll become advocates as well as funders, exponentially increasing your project's chances of succeeding.

## Bold

### How to Go Big, Create Wealth and Impact the World

**Simon and Schuster** **Bold** is a radical how-to guide for using exponential technologies, moonshot thinking, and crowd-powered tools to create extraordinary wealth while also positively impacting the lives of billions. A follow-up to the authors' *Abundance* (2012).

## The Generosity Network

### New Transformational Tools for Successful Fund-Raising

**Deepak Chopra** **The Generosity Network** is the essential guide to the art of activating resources of every kind behind any worthy cause. Philanthropist Jeff Walker and fund-raising expert Jennifer McCrea offer a fresh new perspective that can make the toughest challenges of nonprofit management and development less stressful, more rewarding—and even fun. Walker and McCrea show how traditional pre-scripted, money-centered, goal-oriented fund-raising techniques lead to anxiety and failure, while open-spirited, curiosity-driven, person-to-person connections lead to discovery, growth—and often amazing results. Through engrossing personal stories, a wealth of innovative suggestions, and inspiring examples, they show nonprofit leaders how to build a community of engaged partners who share a common passion and are eager to provide the resources needed to change the world—not just money, but also time, talents, personal networks, creative thinking, public support, and all the other forms of social capital that often seem scanty yet are really abundant, waiting to be uncovered and mobilized. Highly practical, motivating, and thought provoking, *The Generosity Network* is designed to energize and empower nonprofit leaders, managers, donors, board members, and other supporters. Whether you help run a multimillion-dollar global nonprofit or raise funds for a local scout troop, PTA, or other community organization, you'll learn new approaches that will make your work more successful and enjoyable than ever.

## Strategic Planning for Public Relations

**Routledge** First published in 2004. Routledge is an imprint of Taylor & Francis, an informa company.

## The Sharing Economy in Europe

### Developments, Practices, and Contradictions

**Springer Nature** This open access book considers the development of the sharing and collaborative economy with a European focus, mapping across economic sectors, and country-specific case studies. It looks at the roles the sharing economy plays in sharing and redistribution of goods and services across the population in order to maximise their functionality, monetary exchange, and other aspects important to societies. It also looks at the place of the sharing economy among various policies and how the contexts of public

policies, legislation, digital platforms, and other infrastructure interrelate with the development and function of the sharing economy. The book will help in understanding the future (sharing) economy models as well as to contribute in solving questions of better access to resources and sustainable innovation in the context of degrowth and growing inequalities within and between societies. It will also provide a useful source for solutions to the big challenges of our times such as climate change, the loss of biodiversity, and recently the coronavirus disease pandemic (COVID-19). This book will be of interest to academics and students in economics and business, organisational studies, sociology, media and communication and computer science.

## Blockchain

### Blueprint for a New Economy

"O'Reilly Media, Inc." Bitcoin is starting to come into its own as a digital currency, but the blockchain technology behind it could prove to be much more significant. This book takes you beyond the currency ("Blockchain 1.0") and smart contracts ("Blockchain 2.0") to demonstrate how the blockchain is in position to become the fifth disruptive computing paradigm after mainframes, PCs, the Internet, and mobile/social networking. Author Melanie Swan, Founder of the Institute for Blockchain Studies, explains that the blockchain is essentially a public ledger with potential as a worldwide, decentralized record for the registration, inventory, and transfer of all assets—not just finances, but property and intangible assets such as votes, software, health data, and ideas. Topics include: Concepts, features, and functionality of Bitcoin and the blockchain Using the blockchain for automated tracking of all digital endeavors Enabling censorship-resistant organizational models Creating a decentralized digital repository to verify identity Possibility of cheaper, more efficient services traditionally provided by nations Blockchain for science: making better use of the data-mining network Personal health record storage, including access to one's own genomic data Open access academic publishing on the blockchain This book is part of an ongoing O'Reilly series. Mastering Bitcoin: Unlocking Digital Crypto-Currencies introduces Bitcoin and describes the technology behind Bitcoin and the blockchain. Blockchain: Blueprint for a New Economy considers theoretical, philosophical, and societal impact of cryptocurrencies and blockchain technologies.

## Europe Direct

### Dialogue with Citizens and Businesses

## Omnia Sunt Communia

### On the Commons and the Transformation to Postcapitalism

Bloomsbury Publishing In this weaving of radical political economy, Omnia Sunt Communia sets out the steps to postcapitalism. By conceptualising the commons not just as common goods but as a set of social systems, Massimo De Angelis shows their pervasive presence in everyday life, mapping out a strategy for total social transformation. From the micro to the macro, De Angelis unveils the commons as fields of power relations - shared space, objects, subjects - that explode the limits of daily life under capitalism. He exposes attempts to co-opt the commons, through the use of code words such as 'participation' and 'governance', and reveals the potential for radical transformation rooted in the reproduction of our communities, of life, of work and of society as a whole.

## Crowdfunding in Europe

### State of the Art in Theory and Practice

Springer Crowdfunding is becoming an increasingly popular method to finance projects of every kind and scale. This contributed volume is one of the earliest books presenting scientific and research-based perspectives of crowdfunding, its development, and future. The European Crowdfunding Network (ECN) and its scientific work group, together with FGF e.V., invited both researchers and practitioners to contribute to this first state-of-the-art edited volume on crowdfunding in Europe. This book contributes to a better comprehension of crowdfunding, encourages further fundamental research and contributes to a systematization of this new field of research. The book also features expert contributions by practitioners to enhance and complement the scientific perspective. This book can be used as a guideline and shall advance classification in an emerging research field.

## YouTube Channels For Dummies

John Wiley & Sons Create a YouTube channel that draws subscribers with top-notch content YouTube has the eyes and ears of two billion monthly users. YouTube Channels for Dummies, 2nd Edition offers proven steps to attracting a chunk of those billions to your personal or business channel. This updated guide offers insight from a quartet of YouTube channel content creators, managers, marketers, and analysts as they share the secrets of creating great content, building an audience, and interacting with your viewers. The book includes information on: · Setting up a channel · Creating videos that attract viewers · Putting together a video studio · Editing your final product · Reaching your target audience · Interacting with your fans · Building a profitable business · Tips on copyright law Written for both the budding YouTube creator and the business professional seeking to boost their company's profile on the popular social networking site, YouTube Channels for Dummies allows its readers to access the over two billion active YouTube users who log on each day. Learn how to create a channel, build a YouTube following, and get insight on content creation, planning, and marketing from established YouTube creators.

## Science Communication Online

### Engaging Experts and Publics on the Internet

Examines new genres of online science communication to further explore how boundaries between experts and nonexperts continue to shift.

## Free Software, Free Society

### Selected Essays of Richard M. Stallman

Lulu.com Essay Collection covering the point where software, law and social justice meet.

## The Social Media Reader

NYU Press With the rise of web 2.0 and social media platforms taking over vast tracts of territory on the internet, the media landscape has shifted drastically in the past 20 years, transforming previously stable relationships between media creators and consumers. The Social Media Reader is the first collection to address the collective transformation with pieces on social media, peer production, copyright politics, and other aspects of contemporary internet culture from all the major thinkers in the field. Culling a broad range and incorporating different styles of scholarship from foundational pieces and published articles to unpublished pieces, journalistic accounts, personal narratives from blogs, and whitepapers, The Social Media Reader promises to be an essential text, with contributions from Lawrence Lessig, Henry Jenkins, Clay Shirky, Tim O'Reilly, Chris Anderson, Yochai Benkler, danah boyd, and Fred von Loehmann, to name a few. It covers a wide-ranging topical terrain, much like the internet itself, with particular emphasis on collaboration and sharing, the politics of social media and social networking, Free Culture and copyright politics, and labor and ownership. Theorizing new models of collaboration, identity, commerce, copyright, ownership, and labor, these essays outline possibilities for cultural democracy that arise when the formerly passive audience becomes active cultural creators, while warning of the dystopian potential of new forms of surveillance and control.

## Feature and Narrative Storytelling for Multimedia Journalists

CRC Press Feature and Narrative Storytelling for Multimedia Journalists is the first text that truly focuses on the multimedia and documentary production techniques required by professional journalists. Video and audio production methods are covered in rich detail, but more importantly, various storytelling techniques are explored in depth. Likewise, author Duy Linh Tu tackles the latest topics in multimedia storytelling, including mobile reporting, producing, and publishing, while also offering best practices for using social media to help promote finished products. Whether you're a student, a professional seeking new techniques, or simply looking to update your skills for the new digital newsroom, this book will provide you with the information and tools you need to succeed as a professional journalist. Integrated: The lessons in this book deftly combine traditional media production principles with storytelling craft. It is written with the perspective of modern professional journalists in mind. Practical: While rich with theory, this text is based on the real-world work of the author and several of his colleagues. It features Q&As with some of the best editors and video producers from top publications, including NPR, Vice, and

Detroit Free Press, as well as profiles of leading video news organizations such as Frontline, Mediastorm, and Seattle Times. Proven: The author uses pedagogy from the world-renowned Columbia Journalism School as well as case studies from his own award-winning work. Interactive: The text is exercise- and drill-based, and the companion website provides multimedia examples and lesson files, as well as tutorials, case studies, and video interviews.

## Crowdsourcing

[MIT Press](#) A concise introduction to crowdsourcing that goes beyond social media buzzwords to explain what crowdsourcing really is and how it works. Ever since the term “crowdsourcing” was coined in 2006 by Wired writer Jeff Howe, group activities ranging from the creation of the Oxford English Dictionary to the choosing of new colors for M&Ms have been labeled with this most buzz-generating of media buzzwords. In this accessible but authoritative account, grounded in the empirical literature, Daren Brabham explains what crowdsourcing is, what it is not, and how it works. Crowdsourcing, Brabham tells us, is an online, distributed problem solving and production model that leverages the collective intelligence of online communities for specific purposes set forth by a crowdsourcing organization—corporate, government, or volunteer. Uniquely, it combines a bottom-up, open, creative process with top-down organizational goals. Crowdsourcing is not open source production, which lacks the top-down component; it is not a market research survey that offers participants a short list of choices; and it is qualitatively different from predigital open innovation and collaborative production processes, which lacked the speed, reach, rich capability, and lowered barriers to entry enabled by the Internet. Brabham describes the intellectual roots of the idea of crowdsourcing in such concepts as collective intelligence, the wisdom of crowds, and distributed computing. He surveys the major issues in crowdsourcing, including crowd motivation, the misconception of the amateur participant, crowdfunding, and the danger of “crowdsplotation” of volunteer labor, citing real-world examples from Threadless, InnoCentive, and other organizations. And he considers the future of crowdsourcing in both theory and practice, describing its possible roles in journalism, governance, national security, and science and health.

## Donor-centered Fundraising

### How to Hold on to Your Donors and Raise Much More Money

[Hamilton, ON : Burk & Associates](#) "Working from research conducted over six years with hundreds of charities and donors, 'Donor-Centered Fundraising' paints a candid picture of why donors stop giving to charities they once supported, and what it will take to preserve their loyalty in the future. In clear language and backed by statistical evidence, Penelope Burk explores the pitfalls of our traditional approaches to donor communication and recognition and articulates what donors want but seldom get from the charities they support. The book features straightforward and accessible calculations that show how much money charities are failing to raise, and offers a step-by-step procedure for testing a donor-centered alternative and gaining its acceptance in any organization."--From publisher description.

## Digital Eastern Europe

[The Jan Nowak Jezioranski College of Eastern Europe](#) Part One: e-Governance and Cybersecurity. Part Two: Ukraine 2014: The Crisis Online. Part three: Separatism and De Facto States Online. Part Four: Democracy and Authoritarianism Online. Part Five: Digital Diplomacy

## Commercial Communication in the Digital Age

### Information or Disinformation?

[Walter de Gruyter GmbH & Co KG](#) In today's digital age, online and mobile advertising are of growing importance, with advertising no longer bound to the traditional media industry. Although the advertising industry still has broader access to the different measures and channels, users and consumers today have more possibilities to publish, get informed or communicate - to "co-create" -, and to reach a bigger audience. There is a good chance thus that users and consumers are better informed about the objectives and persuasive tricks of the advertising industry than ever before. At the same time, advertisers can inform about products and services without the limitations of time and place faced by traditional mass media. But will there really be a time when advertisers and consumers have equal power, or does tracking users online and offline lead to a situation where advertisers have more information about the consumers than ever before? The volume discusses these questions and related issues.

## Paralysis Resource Guide

The Paralysis Resource Guide, produced by the Christopher & Dana Reeve Foundation, is a reference and lifestyle tool for people affected by paralysis. The book includes details on medical and clinical subjects related to all causes of paralysis, as well as health maintenance information. The fully-illustrated book provides a detailed overview of biomedical research, assistive technology, sports and recreation activities, legal and civil rights, social security and benefits, and numerous lifestyle options.

## Blockchain, Fintech, and Islamic Finance

### Building the Future in the New Islamic Digital Economy

[Walter de Gruyter GmbH & Co KG](#) While creating new forms (Shari'ah-compliant standards) to operationalize Islamic values and ethics into the current conventional economic system and banking products is crucial to sustain the Islamic economy as it is today, we also need to develop new strategies to cope with the next economic evolution. The digital revolution in financial services is under way, and digital disruption has the potential to shrink the role and relevance of today's banks, while simultaneously creating better, faster, cheaper services that will be an essential part of everyday life. This forward-looking book discusses the crucial innovation, structural and institutional development for financial technologies (fintech) in Islamic finance. The authors explain concepts in fintech and blockchain technology and follow through with their applications, challenges and evolving nature. The book provides insights into technology which will enable and enhance actual prescribed Islamic behaviors in modern economic transactions. Case studies highlight how to cope with modern transactional behavior with the advent of global online/mobile markets, shorter attention spans, and impersonal trade exchange.

## Undisruptable

### A Mindset of Permanent Reinvention for Individuals, Organisations and Life

[John Wiley & Sons](#) Understand the barriers to change and cultivate a reinvention mindset that will make you impervious to disruption In our world of incessant change, we are all threatened by volatility, uncertainty, complexity, and ambiguity—at the individual and organizational levels. Undisruptable will give you a new lens through which to consider change as an opportunity rather than an obstacle. You'll be inspired to consider the big questions of today: What does the future hold? What does the exponential growth of technology mean for the world of work? What does a changing job market mean for future generations? What do waves of disruption mean for business leaders? Society is evolving at breakneck speed. What does this mean for all of us? Read Undisruptable to bridge the chaos and build the resilience you need to move forward. While we cannot see into the future, there are repeatable patterns that we can understand. Undisruptable demystifies the principles of change through a blend of analogies, innovation frameworks and exemplars of change such as Fujifilm and Arnold Schwarzenegger. The first step to becoming undisruptable is to realize that evolution is a natural part of life, and nature provides many examples. Undisruptable will help you to: Understand the principles of change Overcome the barriers to change See change as an opportunity and not an obstacle Utilize simple frameworks and examples to guide you on your transformation By the end of this book, you will have the essential tools and techniques to foster a reinvention mindset that will help you and your organization to become Undisruptable. This book is part of a 3-part series. Part 2 looks at the biases and mental obstacles that prevent change. Part 3 examines the best ways to communicate change within an organization. PRAISE FOR UNDISRUPTABLE "Aidan McCullen has lived a fascinating life of major change. In his book, 'Undisruptable'; he brings us a method for making sense of the external world, and an accessible and visual approach to letting go of the past, and welcoming the future with a mindset of permanent reinvention. It is a timely, thoughtful book, well worth reading." - Dee Hock, founder and CEO Emeritus of VISA and author of One from Many: VISA and the Rise of Chaordic Organization "As the poet Paul Valery said, 'the future is not what is used to be'. Organizations across the board must come to grips with permanent reinvention as their needed way of being. Aidan McCullen's gifted storytelling will inspire you and get you on your way to permanent reinvention." - Mark Johnson, co-founder Innosight and author Lead from the Future "This book teaches the mindset—the lens of clarity—that we all must develop in order to be undisruptable in a future of chilling disruption." - Bob Johansen author Full-Spectrum Thinking, Distinguished Fellow, Institute for the Future "The snake may slough off its tail, but there's nothing to be sloughed off with this book. Former professional rugby player Aidan McCullen knows how not to be defeated by victory. He knows how to disrupt himself. He knows what it means to be Undisruptable." - Whitney Johnson, author of Disrupt Yourself "Aidan McCullen shows us how to embrace a mindset of permanent reinvention. By reading this book, you will learn how to shed outdated assumptions and mental models before it's too late. Moreover, you will learn how to remain perpetually curious no matter your past success. McCullen encourages us to embrace a constructive form of restlessness that can be personally rewarding as well as effective for our organizations." - Michael A. Roberto, author of Unlocking Creativity, Trustee Professor of Management, Bryant University "A masterpiece! Aidan McCullen's been through the gristmill of change, and come through with great wisdom and guidance for all of us. This is a book to treasure and reread." - Barbara Oakley, author of A Mind for Numbers and Learning How to Learn "Come for the evocative metaphors and stories. Stay for the powerful frameworks and practical guidance. Undisruptable is a useful guide to thriving in today's era of constant change. Highly recommended." - Scott D. Anthony, senior partner,

Innosight, author of *Eat, Sleep, Innovate and Dual Transformation* "In *Undisruptable*, Aidan McCullen provides the missing manual to thrive in the Age of Disruption. This is the right book for right now." - Ozan Varol, author of *Think Like a Rocket Scientist* "Strategic frameworks often feel both academic and stale. Aidan McCullen has built a series of lenses on transformation that are based in real world practice—they are alive and fresh through research and compelling storytelling. It is so much fun to read, and incredibly important for people who work in strategy, innovation and the management of change (which we all do now!)" - Charles Conn, Board member of Patagonia and author of *Bulletproof Problem Solving* "If the 1920s was the time of the Great Depression and the 2008-2011 the era of the Great Recession, the COVID-19 has opened the doors to the age of the Great Reinvention. Now is the time to shed the old beliefs about change - and transform it from a threat into an opportunity. And that's exactly what Aidan McCullen with the "Undisruptable" - a sharp, deep, focused, pragmatic, and incredibly compassionate work we all need during these volatile and uncertain times." - Dr. Nadya Zhexembayeva, founder of Reinvention Academy and author of *The Chief Reinvention Officer Handbook: How to Thrive in Chaos* "Much of what makes us successful today, can limit our success in the future—therefore we must continuously learn, unlearn and relearn to be truly undisruptable. Aidan McCullen has packed this book with examples, powerful questions and actionable steps to put your journey to this state into practice. This book will make you better prepared for our uncertain future ahead, and help you find your own unique path to succeed in it." - Barry O'Reilly, author of *Unlearn* "Undisruptable combines analogies from the natural world with stories from the business world, and in doing so changes your perspective on business and life. It's a joy to read." - Anne Janzer, author of *Writing to Be Understood* "Aidan McCullen is an amiable companion in this exploration of the kind of mindset that will help you thrive in an uncertain world and become undisruptable no matter how big the gray rhinos charging at you may be. This book is full of thought-provoking questions, useful mental models, and real-world examples to help you approach business and life by embracing permanent reinvention. I highly recommend it!" - Michele Wucker, author of *The Gray Rhino* "This book can help people and organisations answer perhaps their toughest strategic question: 'How can we stay externally relevant to our fast-changing world when we're internally encumbered by slow moving systems and motivations?' Filled with a great blend of stories, practical tools and imaginative illustrations, I read it cover-to-cover in one sitting. Highly recommended for leaders, managers or anyone interested in change and innovation." - Elvin Turner, author of *Be Less Zombie* "A wonderful combination of philosophy, metaphors and business concepts. A truly inspirational book on transformation and innovation." - Dan Toma, author of *The Corporate Startup* "I have three pieces of news for you; two good and one bad. First, the good news: we all understand the idea and the need of constant learning and permanent reinvention. Now, the bad news. Very few people really know how we can actually make it happen. The final good news. Aidan McCullen's book: *Undisruptable* will guide you with a beautifully crafted narrative, compelling evidence, storytelling and amazing creativity. It is a deep book and yet so much fun to read: learning - the sex of the mind - at this best." - Paolo Gallo, Former CHRO, World Economic Forum and author of *The Compass and the Radar* "Becoming undisruptable is not an event, it is a never-ending odyssey. In an age of incessant change, we must all learn to reinvent ourselves and our organisations big and small. This book provides a mental model to enable permanent reinvention." - David C. McCourt, Executive Chairman Granahan McCourt Capital and National Broadband Ireland and author of *Total Rethink* "Undisruptable inspires the mindset, provides the techniques, and stimulates the motivation to embrace constant change as a unique opportunity for yourself and for your organization. In an age of unprecedented change, this is not only useful. It is essential." - Alessandro Lanteri, PhD, Professor of Management ESCP Business School and author of *Clever* "A must read. Get it now! Aidan McCullen's work is itself an undisputable contribution to the power of focus and imagination when applied to all facets of our society. *Undisruptable* brings a fresh, vibrant and packed perspective on innovation and reinvention. The recurrence of reinvention is so powerful that it become the underlying current of the entire work and it does its magic! It primes us to think positively about the infinite possibilities that individual and collective thinking can achieve. It is a book for all ages and all flavours. No matter whether you read it for fun and personal leisure, or whether you read it to inspire yourself at work, or if you have just received it as a gift, *Undisruptable* will endow you with the greatest gift of all: the gift that human ingenuity can make us *Undisruptable!*" - Mark Esposito, Ph.D, Professor, government adviser and author of *Understanding How the Future Unfolds*. "Brilliant book. As a game plan for continued success throughout life, this book is a game changer. Regardless of your goals as an individual or a group, *Undisruptable* opens up a panacea of tactics and opportunities that are life altering. Aidan McCullen has crafted a pragmatic toolbox for life based on his own diverse experiences. As a young rugby player, when people saw Aidan for what he was, Aidan always envisioned what he could become and that makes all the difference." - Eddie O'Sullivan, former Head Coach to the Ireland and USA Rugby teams and author of *Never Die Wondering* "A magnificent book! How do you continuously learn, adapt and evolve so that you have the ability to continuously have meaningful work and a meaningful life in the Smart Machine Age? This book provides you a pathway to being on that journey. This is a book that you will want to use for the rest of your life. Its practical "how-to" stories will capture your heart and your mind. I invite you to savour each chapter. It is a great read!" - Edward D. Hess, author of *Hyper-Learning, Learn or Die and Humility is the New Smart*, Professor at the Darden Business School "I absolutely love it! This book will change your life." - Friederike Fabritius, author of *The Leading Brain* "In an age of disruption, the only viable strategy is to adapt. In this gripping book, Aidan McCullen brings us along on his personal journey in which he unlocks the secrets of reinvention. The result is an excellent guide to navigating today's complex environment." - Greg Satell, author of *Cascades and Mapping Innovation* "A book we all need to read right now! If this past year has taught us anything, it's that nothing is guaranteed. Instead of that being a message of doom and gloom, "Undisruptable," shows us just how much we actually control. It reminds us that our imagination and ability to create is paramount. It's a straight to the point guide to navigating and creating the change we need to see to continuously evolve. At a time where leaders and employees everywhere are feverishly trying to figure out what happens next, this book ensures everyone can get on the same page about how to use their unique talents, insights and resourcefulness to jump onto the "Infinity curve" and create the future they want to see." - Heather MacArthur, author of *Low Man on the Totem Pole* "A relatable and educational book with penetrating insight into the rise and fall of organizations. This is a must-read for business leaders with ambition to reach, and maintain, excellence." - John D. Wood, Esq. author of *The Humachine: Humankind, Machines, and the Future of Enterprise* "The germination of this book predates this current wave of disruption and so it's timing may seem remarkable; but that's how Aidan McCullen, and people who live undisruptable lives, have always seen things. In this book you see, hear and feel the personal and organisational mindset that thrives in disruption. More than anything it shows us the way to live happy and fulfilling lives in our ever-changing world." - Phillip Matthews, Former Captain Ireland Rugby Team and former CEO National College of Ireland

## Locavesting

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