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Judy is currently researching Binge TV viewing and how the transformation of television consumption patterns will impact advertising exposures and effects. In addition to writing Media: From Chaos to Clarity, Judy has also been published in

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collegiate textbooks and numerous marketing industry trade publications as well as The Huffington Post.

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From Chaos to Clarity is perfectly timed and provides a great perspective on the changes shaping the marketing & media industry.

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updated on how to look at social media today I choose Judy Frank's Media: From Chaos to Clarity. It was an eye opener and has improved my social media approach.

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old rules realize exponential results. Author Judy Franks is a full-time clinical faculty member of Northwestern University's Medill School of Journalism, Media, and Integrated Marketing Communications. Franks teaches Consumer Insight and Media courses in the IMC degree programs at Medill. She joined Northwestern in 2008

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following a 23 year career in Chicago's top advertising and media services agencies. She also consults with marketers, agencies and the media through her firm, The Marketing Democracy.



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Real people. Real pain. Real healing. Real

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beginnings of climate chaos. In Arizona, laborers now start their day at 3 a.m. because it ' s too hot to work past noon. Chinese investors are snapping up real estate in Canada. Millennials have evacuation plans. Moguls are building bunkers. Retirees in Miami are moving inland. In *How to Prepare for Climate Change*, bestselling self-

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help author David Pogue offers sensible, deeply researched advice for how the rest of us should start to ready ourselves for the years ahead. Pogue walks readers through what to grow, what to eat, how to build, how to insure, where to invest, how to prepare your children and pets, and even where to consider relocating when the time comes.

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(Two areas of the country, in particular, have the requisite cool temperatures, good hospitals, reliable access to water, and resilient infrastructure to serve as climate havens in the years ahead.) He also provides wise tips for managing your anxiety, as well as action plans for riding out every climate catastrophe, from superstorms and wildfires

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to ticks and epidemics. Timely and enlightening, *How to Prepare for Climate Change* is an indispensable guide for anyone who read *The Uninhabitable Earth* or *The Sixth Extinction* and wants to know how to make smart choices for the upheaval ahead.

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advertising chaos that colours our rapidly changing media environment in a world of fake news, fast facts and seriously depleted attention stamina. Rather than simply herald disruption, Karen Nelson-Field starts an intelligent conversation on what it will take for businesses to win in an attention economy, the advertising myths we need to



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establishment, and with the world It is a simple fact that no president in American history brought less foreign policy experience to the White House than Donald J. Trump. The real estate developer from Queens promised to bring his brash, zero-sum swagger to bear to cut through America's most complex national security

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issues, and he did. If the cost of his "America First" agenda was bulldozing the edifice of foreign alliances that had been carefully tended by every president from Truman to Obama, then so be it. It was clear from the first that Trump's inclinations were radically more blunt force than his predecessors'.  
When briefed by the Pentagon on Iran and



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the Strait of Hormuz, he exclaimed, "The next time Iran sends its boats into the Strait: blow them out of the water! Let's get Mad Dog on this." When told that the capital of South Korea, Seoul, was so close to the North Korean border that millions of people would likely die in the first hours of any all-out war, Trump had a bold response, "They

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have to move." The officials in the Oval Office weren't sure if he was joking. He raised his voice. "They have to move!" Very quickly, it became clear to a number of people at the highest levels of government that their gravest mission was to protect America from Donald Trump. Trump and His Generals is Peter Bergen's riveting

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account of what happened when the unstoppable force of President Trump met the immovable object of America's national security establishment--the CIA, the State Department, and, above all, the Pentagon. If there is a real "deep state" in DC, it is not the FBI so much as the national security community, with its deep-rooted culture

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and hierarchy. The men Trump selected for his key national security positions, Jim Mattis, John Kelly, and H. R. McMaster, were products of that culture: Trump wanted generals, and he got them. Three years later, they would be gone, and the guardrails were off. From Iraq and Afghanistan to Syria and Iran, from Russia

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and China to North Korea and Islamist terrorism, Trump and His Generals is a brilliant reckoning with an American ship of state navigating a roiling sea of threats without a well-functioning rudder. Lucid and gripping, it brings urgently needed clarity to issues that affect the fate of us all. But clarity, unfortunately, is not the same

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