



Media Tipping Points: Analyzing and Predicting Global Events (Paperback)

By Philip Gordon

Blue Matrix Productions, United States, 2012. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. Tipping Points as evidenced in global events are, in many ways, influenced by media. This just released, ground-breaking book by Dr Philip Gordon, Ph.D details three case studies which were selected on the basis of common Tipping Point Attributes. Each involved media contagiousness and stickiness during their development and, each arrived at a dramatic moment in time, which could be characterized by the phenomenon of Tipping Points. The first case study, the 2008 Presidential Campaign of Barack Obama was chosen to examine a narrower scope and timeframe for the application of the analysis. In contrast to the second case study, the International Financial Crisis of 2007-2010, involves a broader study period to identify trends and more complex issues. The third study, Climate Change was included as consideration because the research and analysis revealed critical relationships between Media Impact and Global Events. Hurricane SANDY: One Dramatic Moment : A Tipping Point event that virtually guarantees the 2012 Obama Presidential Campaign outcome. As the issue of Climate Change is still evolving, Dr Gordon provides a methodology and parameters for analyzing and predicting...



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Reviews

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