

# SUBSTANCE,

STYLE, AND

STRATEGY

LEE A. JACOBUS



# **Substance Style And Strategy**

**Michael Goold, Andrew Campbell** 

#### **Substance Style And Strategy:**

Substance, Style, and Strategy Lee A. Jacobus, 1998 Ideal for courses in advanced composition Substance Style and Strategy offers a comprehensive guide to develop effective writing in every student It enables students to form a personal style to write about issues that are substantial and meaningful and to use a range of strategies for solving writing problems of all kinds Recognizing that students often require basic reminders of elementary stylistic principles the book begins with a review in the first chapter Developing a Personal Style that brings writers up to speed in standard skills It discusses issues of subject audience style and the writing process Following chapters examine not only the types of essay writing students must do in college but also ways of writing that will be useful to them as developing writers later in life The author presents workable direct and useful strategies for writing effective personal biographical argumentative familiar and critical essays Each essay form is discussed in detail and illustrated through examples that are analyzed in depth these examples are illuminating and instructive because they offer ways of solving problems that all writers confront The text concludes with a practical appendix on research materials that outlines the most useful research strategies for modern writers discussing both print resources and new on line resources such as Lexis Nexis CD ROM on line databases and services and the World Wide Web Substance Style and Strategy stimulates students to develop their thoughts and feelings in skillful meaningful and expressive prose providing them with a thorough grounding in how to be writers for life The Oxford Handbook of Grand Strategy Thierry Balzacq, Ronald R. Krebs, 2021-09-13 A clearly articulated well defined and relatively stable grand strategy is supposed to allow the ship of state to steer a steady course through the roiling seas of global politics However the obstacles to formulating and implementing grand strategy are by all accounts imposing The Oxford Handbook of Grand Strategy addresses the conceptual and historical foundations production evolution and future of grand strategy from a wide range of standpoints The seven constituent sections present and critically examine the history of grand strategy including beyond the West six distinct theoretical approaches to the subject the sources of grand strategy ranging from geography and technology to domestic politics to individual psychology and culture the instruments of grand strategy s implementation from military to economic to covert action political actors including non state actors grand strategic choices the debatable merits of grand strategy relative to alternatives and the future of grand strategy in light of challenges ranging from political polarization to technological change to aging populations The result is a field defining interdisciplinary and comparative text that will be a key resource for years to come Global Market Strategies Michael Neubert, 2013-11 Good international trade relations are a must for any modern enterprise regardless of its size But without a sound global market strategy entry onto the international scene is risky and can at worst lead to a company s demise In this book Michael Neubert a renowned expert in global business strategy outlines the principles that underlie a successful international venture development of a custom fit internationalization strategy selection of foreign markets and structured market entry processes design of market growth

strategies intercultural management and international corporate management and the carrying out of market exits Supplemented with case studies the tools and solutions in Global Market Strategies provide international managers with the requisite know how for success in all markets and industries Strategies and Styles Michael Goold, Andrew Campbell, 1987 This book explains the role of the corporate centre in large diversified corporations Based on a study of sixteen leading multinationals the book investigates the relationship between corporate divisional and business units and aims to show how the centre can choose a style that increases the profitability of the business Championship Extemping Rhoda Royce, Mark Royce, 2004 Championship Extemping shares with aspiring extemp champions and their coaches the substance style and strategies the author used as he twice became a National Forensics League National Finals speaker in international extemp This comprehensive guide to the NFL event of extemp speaking is structured like an extemp speech The introduction presents the author's extemp philosophy and thesis The first main chapter concerns the substance of extemp including analysis thesis formation and speech organization. It describes the types of knowledge requisite for championship extemping and presents best extemp practices as to research sourcing and filing In the second main chapter the author addresses extemp stylistics both presentation skills and artistic elements This chapter includes a comprehensive discussion of speech canning It also includes the author's successful strategy for placing as a Nationals finalist. The third chapter presents strategies for all three levels of speech competition local national circuit and championship this section and the appendices are crammed with specific practical advice for speakers and coaches including detailed indexes for extemp filing and the addresses to numerous relevant Websites The conclusion makes sweeping suggestions for possible reforms of the event as currently practiced in the NFL Comparing Political Journalism Claes de Vreese, Frank Esser, David Nicolas Hopmann, 2016-07-15 Comparing Political Journalism is a systematic in depth study of the factors that shape and influence political news coverage today Using techniques drawn from the growing field of comparative political communication an international group of contributors analyse political news content drawn from newspapers television news and news websites from 16 countries to assess what kinds of media systems are most conducive to producing quality journalism Underpinned by key conceptual themes such as the role that the media are expected to play in democracies and quality of coverage this analysis highlights the fragile balance of news performance in relation to economic forces A multitude of causal factors are explored to explain key features of contemporary political news coverage such as Strategy and Game Framing Negativity Political Balance Personalization Hard and Soft News Comparing Political Journalism offers an unparalleled scope in assessing the implications for the ongoing transformation of Western media systems and addresses core concepts of central importance to students and scholars of political communication world wide A Guide to Negotiation and Meditation Gary Goodpaster, 2023-10-16 A Guide to Negotiation and Mediation is written in a progressive building block fashion moving from simple to more complex ideas The first section covers basic negotiating strategies concepts and tactics the next

discusses cognitive and psychological aspects of negotiation The book goes on to explore elements that may complicate negotiations in particular coalition formation and bargaining for constituencies and concludes with a chapter on negotiation preparation and planning Published under the Transnational Publishers imprint International Marketing Management Ralph Berndt, Claudia Fantapié Altobelli, Matthias Sander, 2023-05-23 For every company that is active internationally a systematically operated cross national marketing management is indispensable in order to secure its own existence in the long term The rapid changes on many markets and in many countries also mean that professional information gathering and processing of market relevant data must take place within the framework of international market research Based on this data market oriented decisions have to be made within international marketing management in order to achieve operational goals This book deals not only with the classic topics of international marketing such as international market research and the international use of individual marketing instruments but also with the various management sub functions of planning controlling organization and human resources management in internationally active companies each with a specific reference to marketing in the sense of market oriented corporate management. The theoretically presented correlations are enriched by current data on the relevant framework conditions on international markets empirical findings on the individual fields of action of international marketing management as well as numerous current examples from entrepreneurial practice With this comprehensive presentation of international marketing management the authors address lecturers and students as well as practitioners who deal with marketing issues in an international context Handbook of Gender and Sexuality in Psychological Assessment Virginia Brabender, Joni L Mihura, 2016-02-05 Handbook of Gender and Sexuality in Psychological Assessment brings together two interrelated realms psychological assessment with gender and sexuality This handbook aids in expanding the psychological assessors knowledge and skill when considering how gender and sexuality shapes the client s and the assessor's experiences Throughout the six sections gender and sexuality are discussed in their relation to different psychological methods of assessment various psychological disorders special considerations for children adolescents and older adults important training and ethical considerations as well as several in depth case discussions The Oxford Handbook of Populism Cristóbal Rovira Kaltwasser, Paul A. Taggart, Paulina Ochoa Espejo, Pierre Ostiquy, 2017-10-26 Populist forces are becoming increasingly relevant across the world and studies on populism have entered the mainstream of the political science discipline However so far no book has synthesized the ongoing debate on how to study the populist phenomenon This handbook provides state of the art research and scholarship on populism and lays out not only the cumulated knowledge on populism but also the ongoing discussions and research gaps on this topic The Oxford Handbook of Populism is divided into four sections The first presents the main conceptual approaches on populism and points out how the phenomenon in question can be empirically analyzed The second focuses on populist forces across the world and includes chapters on Africa Australia and New Zealand Central and Eastern Europe East Asia India Latin America the Post Soviet

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