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this book examines the phenomenon of digital guru media dgm the self styled online influencers life coaches experts and entrepreneurs who post on the themes of wellness health and fitness it opens up new perspectives on digital leisure and internet celebrity culture and asks important questions about the social cultural and psychological implications of our contemporary relationship with digital media drawing on cutting edge social theory the book explores a wide range of contexts in which dgm intersects with digital leisure from the health related learning of young people to the clean eating movement to the online lives of fitness professionals it asks if digital and social media are problematic per se and explores the problems a turn to the internet could be revealing about the lack of real world or analogue support as well as potential solutions for our wellness health and fitness needs and wants bringing together innovative multi disciplinary perspectives this book is fascinating reading for anybody with an interest in leisure studies media studies cultural studies sociology or health and society

the rapid changes in technology and the rise of ai have heralded the introduction of a new era which we refer to as the era of hyper digitalization this shift has significant impacts on how organizations and enterprises carry out critical functions across various areas including marketing information technology human resources and others we are witnessing the transformation of the marketing function with many traditional roles of marketers being replaced by new roles that depend heavily on cross functional coordination with multiple areas these changes could be far reaching and have already dramatically impacted how to organize many tasks within organizations against this backdrop this book offers modern marketers and technologists a guide on navigating the many changes occurring in organizations any senior executive can leverage many of the concepts presented in this book and be able to handle the sweeping changes taking place in the age of ai this book introduces a new framework with six pillars of modern marketing strategy in the age of hyper digitalization purpose phygital experiences platform participation personalization and partnerships each pillar has its own chapter which provides specific guidance for managers on how to implement it the chapters also demonstrate how each pillar can influence key outcomes like attention and engagement in the context of hyper digitalization and ai the six pillar framework will help managers navigate current developments and implement changes that any enterprise is faced with it will offer senior marketing strategists and students a framework for strategic thinking that prepares them for the workplace of tomorrow the framework is supported by numerous case studies and examples from both the united states and other parts of the world that demonstrate how these concepts are applied in real world situations the book incorporates insights from scholarly research on these topics to provide evidence based guidance for managers and executives you can request access to a sample syllabus here [sn pub lecturer material](#)

the routledge handbook of motherhood on screen offers a comprehensive global analysis of the representation of mothers and motherhood in contemporary screen industries and online spaces over five distinct sections this handbook examines how the complexities and realities of contemporary motherhood are translated to the screen offering a full scholarly overview of the field this handbook provides a ground breaking and important contribution to our understanding of motherhood on screen the geographical and genre reach of the handbook presents new ways of theorising and reframing current scholarly debate and gives a wide ranging and comprehensive contribution to knowledge of on screen representations an international team of established scholars and emerging voices provide analysis of representations from around the world spanning a breadth of genres the chapters situate transnational screen representations of motherhood in the 21st century and assess the implications of contemporary representation of motherhood thoroughly challenging and expanding understandings of motherhood and mothers this handbook will be an essential multi faceted publication for researchers and students of film tv animation motherhood gender studies feminism ageing studies anthropology and sociology

so you finished my 12 week guide give yourself a massive congratulations and pat on the back it s a huge accomplishment and no doubt you are feeling a big change in your overall health mindset and confidence as you know by now my program is not a diet but a lifestyle with my 2 0 guide i ve created another 12 weeks to help you continue your healthy lifestyle inside you will find 12 weeks of higher challenge workouts a full glossary section detailing new exercises as well as a guide to foam rolling and new resistance exercises the 2 0 guide helps you take your healthy lifestyle to the next level and is the best way to continue reaching your fitness goals

in the digital age where we are bombarded with information from all sides attention has become a precious commodity this book

capturing minds understanding the attention economy explores the intricacies of the attention economics and sheds light on how our attention is captured traded and sometimes even exploited in today's hyper-connected world chapter 1 defines the concept of attention economics and explores its importance in various disciplines from a psychological perspective attention is analyzed as a cognitive mechanism that is crucial for perception and decision making from an economic perspective attention is viewed as a scarce resource with its own opportunity costs and markets from a sociological perspective attention reflects changing cultural norms and social behavior media and communication studies offer insights into the capture and filtering of attention and the resulting effects on individuals and societies the following chapters explore the psychology of attention the impact of technology on attention in the digital age and the role of attention as a currency strategies for capturing attention both for individuals and organizations are discussed in chapter 5 offering practical tips and research based insights chapter 6 looks at the crucial relationship between attention and wellbeing it explores how the constant connectivity fueled by the internet and social media impacts stress anxiety and overall mental health the chapter also offers strategies for cultivating mindfulness and regaining control over attention which is crucial in an age characterized by digital distractions and information overload

the body transformation phenomenon and 1 instagram sensation's first healthy eating and lifestyle book millions of women follow kayla itsines and her bikini body guide 28 minute workouts energetic kinetic high intensity interval training sessions that help women achieve healthy strong bodies fans not only follow kayla on instagram they pack stadiums for workout sessions with her they've made her sweat with kayla app hit the top of the apple app store's health and fitness charts and they post amazing before and after progress shots the bikini body 28 day healthy eating lifestyle guide features 200 recipes such as fresh fruit breakfast platters smoothie bowls and salads a 4 week workout plan which includes kayla's signature 28 minute workouts full colour food shots and photos featuring kayla throughout

are you looking for a way to reignite your fitness and feel amazing embark on a four week reboot journey with sweat's head trainer kayla as she guides you through a powerful plan for your mind and body week 1 mindset week 2 movement week 3 motivation week 4 momentum a complete reset toolkit backed by the expertise of sweat this book is packed with accessible workout plans to meet you at your fitness level and build beyond step by step mobility and strength exercises 30 nourishing and easy to make recipes to inspire every meal of the day weekly meal planners pep talks from kayla and her top tips for reboot success daily prompted journal pages to tap into the power of a positive mindset from here on every move you make is another step towards the best version of you kayla

use the power of motivation and good habits to become fitter healthier and stronger for life bikini body guides bbg co creator kayla itsines named the world's number one fitness influencer by forbes shows you how to harness the power of motivation and build good habits around health and fitness drawing on more than 40 000 survey responses from her global online community as well as extensive research and her experience as a trainer kayla addresses what stops us from following through on our health and fitness goals in her second book the bikini body motivation habits guide kayla explores how you can overcome those obstacles set goals and stick to a long term plan for better health inside you'll find helpful checklists and templates a 28 day meal plan more than 200 simple and delicious recipes shopping lists and a downloadable 28 day workout poster let global fitness phenomenon kayla show you how you can stick to a plan for long term health in this book i give you the keys to achieving your goals and show you how to use motivation to create healthy habits that will stick this is a specially formatted fixed layout ebook that retains the look and feel of the print book

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