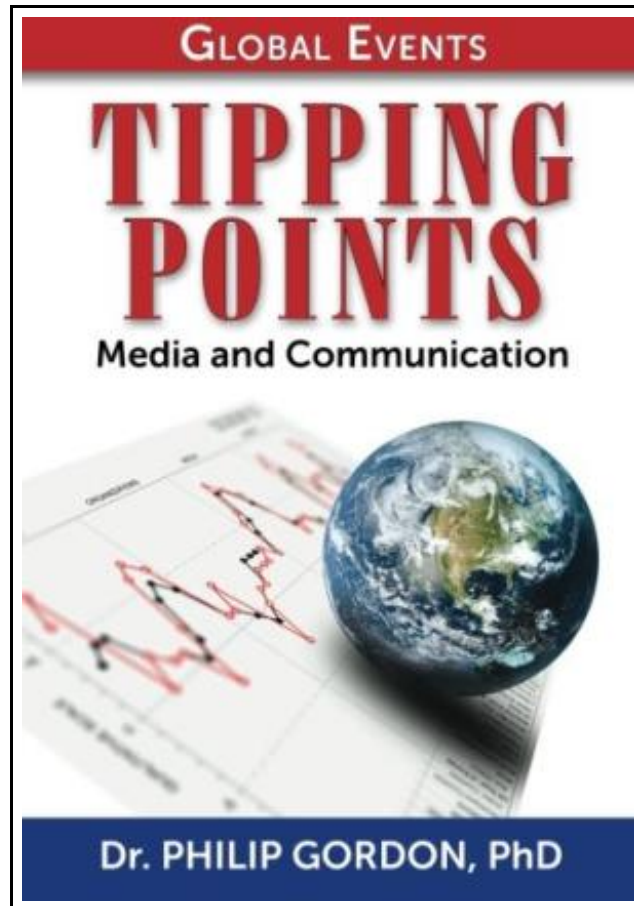


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GLOBAL EVENTS: TIPPING POINTS: MEDIA AND COMMUNICATION (PAPERBACK)



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Createspace, United States, 2013. Paperback. Book Condition: New. 244 x 170 mm. 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 GLOBAL EVENTS: TIPPING POINTS 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. Recent GLOBAL EVENTS: TIPPING POINTS Case Studies: The 2008 Presidential Campaign of Barack Obama was chosen to examine a narrower scope and timeframe for the application of the analysis. The International Financial Crisis of 2007-2010, involves a broader data study period to identify trends and more complex issues. And the Climate Change study is included for consideration as the research and analysis revealed critical relationships between media impact and global events. As the issue of Climate Change is still evolving, Dr Gordon provides a Global Events: Tipping Point Theory methodology for analyzing and predicting our planets most pressing global issue. Dr Philip Gordon, Ph.D was awarded his doctorate (with high honors) from the Centre d Etudes Diplomatiques et Strategiques (CEDS) Paris, France and graduated with his masters while on a full fellowship from Johns Hopkins University, Baltimore, Maryland. He currently lives in Burgundy, France with his wife and two sons. Review Comments: The genius of the formulation of GLOBAL EVENTS: TIPPING POINTS is that it takes explicit account of the role of social media and the internet at facilitating bifurcations and promoting dynamical instability. In effect, we have trimmed a few feet of tail off the kite. As a reader, I was informed and educated as to...



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