
Download Ebook Doctor Spin

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KEY=DOCTOR - LIU CAMILA

HOW TO BE A SPIN DOCTOR

Biteback Publishing Spin doctors are seldom out of the news for long. But who really understands what 'spin' is, or what spin doctors do? The media has moved on from a world where press officers carried piles of newspapers to the office each morning, when Twitter was what birds did and mobile phones were the size of bread loaves. Thank goodness Paul Richards is here to explain spin doctoring in a digital world. Essential reading for anyone who wants a career in communications or is intrigued by what keeps the cogs turning behind Parliament, *How to Be a Spin Doctor* covers all the essential skills, such as: Snagging positive media coverage Creating eye-catching news releases and photo opportunities Avoiding the endless traps set by journalists Paul Richards challenges the increasingly negative connotations of spin, arguing that it is neither a dishonourable practice nor a new one; it's simply the most practical way to convey information or make a point. The truth of the matter is that the spin doctor's trade secrets can be useful to anyone trying to promote a company, client or cause: to protect reputations, get messages across and win public support. So it's time to start reading and get spinning.

THE SPIN DOCTOR'S DIARY

INSIDE NUMBER 10 WITH NEW LABOUR

While he worked at Number 10 Downing Street, and then at the Labour party's notorious Millbank Campaign Headquarters, the author kept a detailed diary. Beautifully observed and often humorous, 'The Spin Doctor's Diary' does for the Blair administration what 'Yes, Minister' did for the Thatcher years.

THE SPIN DOCTOR'S MEDICINE BOOK

eFortune US If you've been trying to figure out how your competitors always seem to have the latest "buzz" you need to learn how the "spin doctors" work their magic. And you need to learn it fast! If you pay close attention and read very carefully you can learn how to "spin" your way into making truly insane profits. It does not matter if you are just beginning your business or are a seasoned veteran who wants to catapult your business to the next level. First things first! What is spin? According to Wikipedia it is a heavily biased portrayal of an event or situation. From the same source we learn that spin doctors are skilled practitioners of spin are more often than not viewed in an unfavourable light. Regardless of how they are perceived, there is no disputing the fact that spin doctors are effective. What we hope to teach you isn't why spin is effective, but how you should add spin to your marketing program. Why? Because it works! If you have any doubt about it, just pick up any tabloid and see your favourite celebrities exposed in mostly unfavourable circumstances. Paparazzi are the worst examples of spin on the planet. They take a simple innocuous situation and twist and turn it to meet their own agenda, which is to sell the photo. This is not the type of spin we recommend! However, this example does illustrate the power of spin and when used appropriately can bring about unbelievable results for your bottom line. Anyone can do it! All you need to put spin to work for you is old-fashioned "know-how." The good news is that we have the best source on the Internet for learning how to become your own spin doctor. "The Spin Doctor's PR Medicine Book" is a definite must have to introduce you to shameless self-promotion. Even better news is who better to teach you "spin doctoring" than a 30 year veteran of the highest level of public relations experience? Ron Smith worked for thirty years as a Spin Doctor at a senior level for government agencies, corporations, community groups and small businesses to create community and business media awareness programs. He bares it all for you leaving no stone unturned. Take a quick look and see what he shares with you: Your Business Audit -Where are you - where do you want to go Take Action and Assemble Your Information Checking out the Competitors - What you need to know Checking Out Your Target Media The Spin Doctor's Secret Medicine for Healthy Press Releases The Top Five Mistakes That could Kill Your Press Release Branding Your Press Release Example of a Successful Press Release Appointing Your Media Spokesperson The Spin Doctor's Checklist Insider PR Tips How to Make News Out of Your Business Golden Rules On and Off the Record comments You must experience "The Spin Doctor's PR Medicine Book" in order to really understand the power between the digital pages. If you have ever wondered about how to put yourself in the position of your best competitors grab your copy "The Spin Doctor's PR Medicine Book" and learn how to experience the increase in your bottom line for yourself. do not get left behind just because you think you have to hire a costly spin doctor when you can do it yourself. With our money back guarantee you have nothing to lose and everything to gain.

SPIN DOCTORS

THE CHIROPRACTIC INDUSTRY UNDER EXAMINATION

Dundurn A spine-chilling look into the chiropractic industry. Learn how to protect yourself from practice-building tactics and bogus treatments.

SPIN DOCTORS

HOW MEDIA AND POLITICIANS MISDIAGNOSED THE COVID-19 PANDEMIC

Fernwood Publishing This book meticulously documents the root causes of the struggles amplified by the pandemic and media and challenges media and politicians who justify the status quo.

THE LINGUISTICS OF POLITICAL ARGUMENT

THE SPIN-DOCTOR AND THE WOLF-PACK AT THE WHITE HOUSE

Routledge This book examines the relationship between the White House, in the person of its press secretary, and the press corps through a linguistic analysis of the language used by both sides. A corpus was compiled of around fifty press briefings from the late Clinton years. A wide range of topics are discussed from the Kosovo crisis to the Clinton-Lewinsky affair. This work is highly original in demonstrating how concordance technology and the detailed linguistic evidence available in corpora can be used to study discourse features of text and the communicative strategies of speakers. It will be of vital interest to all linguists interested in corpus-based linguistics and pragmatics, as well as sociolinguists and students and scholars of communications, politics and the media.

SPIN DOCTORS

THE CHIROPRACTIC INDUSTRY UNDER EXAMINATION

Dundurn A spine-chilling look into the chiropractic industry. Learn how to protect yourself from practice-building tactics and bogus treatments.

SPIN THIS!

ALL THE WAYS WE DON'T TELL THE TRUTH

Simon and Schuster We're all familiar with the warning, "Don't believe everything you see or hear." Bill Press, the popular co-host of CNN's Crossfire, will have you wondering whether you should believe anything at all. Spin -- intentional manipulation of the truth -- is everywhere. It's in the White House, in the courtrooms, in headlines and advertising slogans. Even couples on dates -- not to mention book jackets -- are guilty of spin. Now, analyst Bill Press freeze-frames the culture of spin to investigate what exactly spin is, who does it and why, and its impact on American society as a whole. Depending upon who is doing it, spinning can mean anything from portraying a difficult situation in the best possible light to completely disregarding the facts with the intent of averting embarrassment or scandal. Using examples drawn from recent history -- the Clinton presidency, the Florida recount, and the Bush White House -- Press first probes spin's favorite haunt: politics. In addition to surveying the incarnations of spin in the fields of journalism, law, and advertising, Press also chews on the spin of sex and "dating," a word that has become the very embodiment of spin. Perhaps surprisingly, however, Press argues that spin isn't all bad, and that without it the harsh truths of our times might be too tough to swallow. With the same keen sense of humor that helped make CNN's Crossfire television's premier debate show and the limited run of The Spin Room so popular, Press turns the tables on the prime purveyors of spin -- called spin doctors -- noting some of their biggest guffaws and blunders. As Press notes, it has become abundantly clear that the twenty-first century, beginning as it has with a president who was "spun into office," will be a fertile stomping ground for spin.

SPIN DOCTORS

HOW MEDIA AND POLITICIANS MISDIAGNOSED THE COVID-19 PANDEMIC

Fernwood Publishing As Canada was in the grips of the worst pandemic in a century, Canadian media struggled to tell the story. Newsrooms, already run on threadbare budgets, struggled to make broader connections that could allow their audience to better understand what was really happening, and why. Politicians and public health officials were mostly given the benefit of the doubt that what they said was true and that they acted in good faith. This book documents each month of the first year of the pandemic and examines the issues that emerged, from racialized workers to residential care to policing. It demonstrates how politicians and uncritical media shaped the popular understanding of these issues and helped to justify the maintenance of a status quo that created the worst ravages of the crisis. Spin Doctors argues alternative ways in which Canadians should understand the big themes of the crisis and create the necessary knowledge to demand large-scale change.

UNLEASHING DEMONS

THE INSPIRATION BEHIND CHANNEL 4 DRAMA BREXIT: THE UNCIVIL WAR

Hachette UK THE INSPIRATION BEHIND CHANNEL 4 DRAMA STARRING BENEDICT CUMBERBATCH - BREXIT: THE UNCIVIL WAR MAIL ON SUNDAY BOOK OF THE YEAR OBSERVER BOOK OF THE WEEK 'A compelling book' Evening Standard 'Essential' Sunday Times 'His soldier's dispatch is easy to read and vividly illustrates a sense of rising panic and embattlement. If you want to know what it was like to be there at the time, in the eye of a frenzied storm, then [Unleashing Demons] should be bought...' Andrew Marr, Sunday Times 'Vivid and immediate...It paints a brutally honest portrait of the British political class' Mail on Sunday 'A must-read account of history as it happened' Matt D'Ancona 'Jauntily written...naughty fun' Quentin Letts 'Unleashing Demons...has the vividness and pace of a political thriller. Extraordinarily candid...' Financial Times 'A fascinating book' Robert Elms, BBC 'The book that will set Westminster ablaze' Mail on Sunday 'Gripping reading' New Statesman 'Utterly fascinating...indispensable to appreciating this extraordinary phase in our history.' John Simpson 'The compelling insider's account' Nick Robinson 'This is one of the most vivid, frank and exciting inside accounts to have been written for years.' Anthony Seldon 'A gripping fly-on-the-wall account.' Robert Peston As David Cameron's director of Politics and communications, Craig Oliver was in the room at every key moment during the EU referendum - the biggest political event in the UK since World War 2. Craig Oliver worked with all the players, including David Cameron, George Osborne, Barack Obama, Angela Merkel, Jeremy Corbyn, Boris Johnson, Michael Gove, Theresa May and Peter Mandelson. Unleashing Demons is based on his extensive notes, detailing everything from the decision to call a referendum, to the subsequent civil war in the Conservative Party and the aftermath of the shocking result. This is raw history at its very best, packed with enthralling detail and colourful anecdotes from behind the closed doors of the campaign that changed British history.

BE YOUR OWN SPIN DOCTOR

A PRACTICAL GUIDE TO USING THE MEDIA

A fresh and funny guide aimed at anyone who wishes to use the media containing anecdotes, real life examples and practical advice on what works and what to avoid. The chapters cover the latest information on today's media, how to write a press release and how to plan a media relations campaign.

CELEBRITY SPIN DOCTOR

Inkspell Publishing, LLC Remember when country star, Christy-Anne, had the leaked sex tape? No one else does either. All thanks to Lucille Anton, undercover PR agent for troublesome celebrities. They screw up, she covers up. Business is good and Lucille's good at it. But all that changes when international superstar Michel Polce approaches her with the toughest case of her career-his fiancée is trying to kill him and he doesn't want anyone to know. Brett Jacobs is at rock bottom of, well, everything. But he pulls himself out of his grimy apartment to attend a party with his former best friend, Michel Polce. Little does he know he's about to be introduced to the most fascinating, unattainable woman he's ever met in his life. And the only way to get close to her is to convince her, and himself, to help Michel. The mission is clear-find the fiancée, tell her to stop trying to kill Michel, and make sure no one knows. But with an ex-boyfriend popping up at inconvenient moments, a fugitive uncle who can't stay away, and some ill-timed sexcapades, this ordeal is more than any of them bargained for.

SPIN DOCTOR, SPIN

NOVEL

BEGINNING TO READ AND THE SPIN DOCTORS OF SCIENCE

THE POLITICAL CAMPAIGN TO CHANGE AMERICA'S MIND ABOUT HOW CHILDREN LEARN TO READ

National Council of Teachers Suggesting that the contention that phonemic awareness must be taught directly and that children need explicit systematic instruction in phonics is less of a scientific "fact" than an exercise in political persuasion, this book presents the story of the political campaign that is taking place to change the minds of Americans about how young children learn to read. The book begins with a close look at the empirical research being used to support a massive shift in the national understandings about language, literacy, and learning and concludes by revealing the ways in which research studies on early reading instruction are being used by the federal and state governments to support a new methodology that has turned early reading instruction into "a massive business of unprecedented commercial worth." The chapters in the book are: (1) In Which We Are Told Training in Phonemic Awareness Is the Key to Reading Success; (2) In Which Phonemic Awareness Research Is Analyzed from an Experimental Psychological Perspective; (3) In Which Phonemic Awareness Research Is Analyzed from a Sociocultural Perspective; (4) In Which We Find Foorman's Research Does Not Support the NICHD [National Institute of Child Health and Human Development] Proposition That "Phonological Processing Is the Primary Area Where Children with Reading Difficulties Differ from Other Children"; (5) In Which Teachers Are Turned into Clerks and We Discuss Power, Privilege, Racism and Hegemony; (6) In Which Governor Bush's Business Council Holds a Pre-Summit Meeting in Texas; (7) In Which We Have an "If-They-Say-It's-So-It-Must-Be-So" Attitude toward Experimental Research; (8) In Which the Kindergarten Children in North Carolina Are No Longer Expected To Try To Read and Write; (9) In Which I Become the Documentation on Which I

Build My Case; (10) In Which We Are Told That in America We Are All Equal. Are We or Aren't We?; (11) In Which We Find the Desks and Chairs Are Broken and the Toilets Don't Work; (12) In Which We Ask: Do You Think America Likes Children?; (13) In Which We Consider If We Are Comfortable Mandating Reading Programs based on Neuroimaging Research and Genetic Studies of Reading Disabilities; (14) In Which California Politically Reinvents How Young Children Learn To Read; (15) In Which California Ends Local Control and the State Board of Education Leads the Jihad; and (16) In Which We Enter the Central Chamber of the Hegemonic Labyrinth. (Contains approximately 250 references; an appendix that offers a response to preliminary statistical analyses used to support the nationally publicized findings of the NICHD Houston reading studies, and an appendix that offers "late-breaking" news about the NICHD Houston reading studies are attached.) (RS)

THE ULTIMATE SPIN DOCTOR

THE LIFE AND FAST TIMES OF TIM BELL

Hodder & Stoughton A biography of the top spin doctor to the Conservative Party, Sir Tim Bell. His career has scaled the heights—he groomed Margaret Thatcher for her election triumph in 1979—and the depths—his part in the Tory's disastrous 1997 election campaign. His personal life has been no less eventful.

POWER TRIP

THE EPILOGUE

Biteback Publishing *The Explosive New Chapters* The long-awaited epilogue to what's been hailed as the must-read political book of the year by commentators on all sides of the great divide. In addition to material covering the phone-hacking scandal previously excluded for legal reasons, in these final three chapters of Power Trip Damian McBride details the aftermath of the book's publication and outlines his shocking predictions for the future of the Labour Party, politics and the economy with characteristic insight and comic flair.

BE YOUR OWN SPIN DOCTOR

A PRACTICAL GUIDE TO USING THE MEDIA

A Practical Guide to Using the Media; Second edition of a top-selling Politico's Guide; A must for all campaigners, communicators, press officers, and students of the media. Spin doctors are seldom out of the news for long. But who really knows what spin is, or what spin doctors do? Paul Richards, in this new, updated and expanded edition of his best-selling book Be Your Own Spin Doctor, shows that spin doctoring is a new phrase to describe a very old practice. The author explains how all organisations, from political parties, to community campaigns, to small businesses and charities can use the techniques of spin to protect their reputations, get their messages across, and win public support. The book looks at practical ways to gain coverage in the media, to create eye-catching news releases and photo-opportunities, to give memorable interviews, and how to avoid the traps that journalists set. Fresh, funny, and packed with insider tips, tricks of the trade and useful warnings, Be Your Own Spin Doctor is essential reading for everyone interested in the workings of the media.

THE INTERNATIONAL ENCYCLOPEDIA OF POLITICAL COMMUNICATION, 3 VOLUME SET

John Wiley & Sons The International Encyclopedia of Political Communication is the definitive single-source reference work on the subject, with state-of-the-art and in-depth scholarly reflection on the key issues within political communication from leading international experts. It is available both online and in print. Explores pertinent/salient topics within political science, sociology, psychology, communication and many other disciplines Theory, empirical research and academic as well as professional debate are widely covered in this truly international and comparative work Provides clear definitions and explanations which are both cross-national and cross-disciplinary by nature Offers an unprecedented level of authority, accuracy and balance, with contributions from leading international experts in their associated fields Part of The Wiley Blackwell-ICA International Encyclopedias of Communication series, published in conjunction with the International Communication Association. Online version available at Wiley Online Library Named Outstanding Academic Title of 2016 by Choice Magazine, a publication of the American Library Association

REPUBLIC OF SPIN: AN INSIDE HISTORY OF THE AMERICAN PRESIDENCY

W. W. Norton & Company "A brilliant, fast-moving narrative history of the leaders who have defined the modern American presidency."—Bob Woodward In Republic of Spin—a vibrant history covering more than one hundred years of politics—presidential historian David Greenberg recounts the rise of the White House spin machine, from Teddy Roosevelt to Barack Obama. His sweeping, startling narrative takes us behind the scenes to see how the tools and techniques of image making and message craft work. We meet Woodrow Wilson convening the first White House press conference, Franklin Roosevelt huddling with his private pollsters, Ronald Reagan's aides crafting his nightly news sound bites, and George W. Bush staging his "Mission Accomplished" photo-op. We meet, too, the backstage visionaries who pioneered new ways of gauging public opinion and mastering the media—figures like George Cortelyou, TR's brilliantly efficient press manager; 1920s ad whiz Bruce Barton; Robert Montgomery, Dwight Eisenhower's canny TV coach; and of course the key spinmeisters of our own times, from Roger Ailes to David Axelrod. Greenberg also examines the profound debates Americans have waged over the effect of spin on our politics. Does spin help our leaders manipulate the citizenry? Or does it allow them to engage us more fully in the democratic project? Exploring the ideas of the century's most incisive political critics, from Walter Lippmann and H. L. Mencken to Hannah Arendt and Stephen Colbert, Republic of Spin illuminates both the power of spin and its limitations—its capacity not only to mislead but also to lead.

PROPAGANDA

A MASTER SPIN DOCTOR CONVINCES THE WORLD THAT DOGSH*T TASTES BETTER THAN CANDY

Adagio Press Edward Bernays was a member of this massive Jesuit machine. His uncle, Sigmund Freud, was a master Jesuit manipulator who influenced Bernays in countless ways. Freud was thought to have brought out and fully developed the narcissist in Bernays, who was known to all as a "braggart." After the success of his first book, Crystallizing Public Opinion, in 1923, Bernays furthered his research on manipulating members of our herd society. The work culminated in his second book, Propaganda. Like other Jesuit machinations, this book blatantly shoved this resurrected term propaganda right in the faces of all Americans. It taunted people with the knowledge of how innocent people are cleverly coaxed into following the order du jour, almost always without the "patient" being aware they were being led around by a nose ring. Bernays was a brilliant manipulator who taught his techniques to hundreds of force-multipliers who, in turn, unleashed the insidious practices on the world. This current volume has been revamped in a number of ways: lightly edited for clarity, subheadings added to improve readability, paragraphs broken up into more manageable reads, newly designed interior and cover. Our current volume is a remake of Bernays' original book. Our version does not include commentary on Bernays' thoughts or ideas, nor is it meant to. We have preserved this man's brilliant, if not twisted, thoughts on how to manage an entire population of subservient people, using a few provocative words and phrases that crawl under the skin of our easily programmed minds. Our hope is that this updated version of a masterpiece will be read, studied and shared by a new generation of students and casual readers. Please form your own thoughts, opinions, beliefs and hypotheses. Beyond this, our wish for you is that you use this new-found information to do some good in this world. Bernays thrust this material into our faces nearly a hundred years ago and flaunted his jesuitical power over our subconscious mind. It is now our duty and responsibility to understand his methods so we may protest, if not counter entirely, any attempt to control our beautiful minds. Knowledge isn't just power. Applied correctly, it all but guarantees victory in any arena.

THE ISSUE WITH ANTONS

A CELEBRITY SPIN DOCTOR NOVEL

Celebrity Spin Doctor, Simon Anton is back and ready to manage the hell out of some celebrity reputations. He has one problem - no one will work with him. When his one remaining client disappears following a cryptic rendezvous in a nightclub, Simon needs to find him or risk losing the business he's worked so hard to build. Tech company CEO JP Tanaka met a hot guy and lost him. When he does find Simon Anton again, he's not letting the man get away. But Simon's world is a very different place from his own and JP's commitment to the budding relationship is tested at every turn. Retrieving the missing celebrity will take the combined forces of multiple Antons, a boyfriend who is about to be an ex, an undercover private investigator, and a large bag of sex toys. But the biggest threat to their happiness isn't Simon's past, it's Simon himself. Simon undertakes the biggest spin of his career, convincing himself he's not in love.

SPIN

Hachette UK One night in October when he was ten years old, Tyler Dupree stood in his back yard and watched the stars go out. They all flared into brilliance at once, then disappeared, replaced by a flat, empty black barrier. He and his best friends, Jason and Diane Lawton, had seen what became known as the Big Blackout. It would shape their lives. The effect is worldwide. The sun is now a featureless disk - a heat source, rather than an astronomical object. The moon is gone, but tides remain. Not only have the world's artificial satellites fallen out of orbit, their recovered remains are pitted and aged, as though they'd been in space far longer than their known lifespans. As Tyler, Jason, and Diane grow up, space probe reveals a bizarre truth: The barrier is artificial, generated by huge alien artifacts. Time is passing faster outside the barrier than inside - more than a hundred million years per day on Earth. At this rate, the death throes of the sun are only about forty years in our future. Jason, now a promising young scientist, devotes his life to working against this slow-moving apocalypse. Diane throws herself into hedonism, marrying a sinister cult leader who's forged a new religion out of the fears of the masses. Earth sends terraforming machines to Mars to let the onrush of time do its work, turning the planet green. Next they send humans...and immediately get back an emissary with thousands of years of stories to tell about the settling of Mars. Then Earth's probes reveal that an identical barrier has appeared around Mars. Jason, desperate, seeds near space with self-replicating machines that will scatter copies of themselves outward from the sun - and report back on what they find. Life on Earth is about to get much, much stranger.

APPLICATIONS OF ORGANIC AND PRINTED ELECTRONICS

A TECHNOLOGY-ENABLED REVOLUTION

Springer Science & Business Media Organic and printed electronics can enable a revolution in the applications of electronics and this book offers readers an overview of the state-of-the-art in this rapidly evolving domain. The potentially low cost, compatibility with flexible substrates and the wealth of devices that characterize organic and printed electronics will make possible applications that go far beyond the well-known displays made with large-area silicon electronics. Since organic electronics are still in their early stage, undergoing transition from lab-scale and prototype activities to production, this book serves as a valuable snapshot of the current landscape of the different devices enabled by this technology, reviewing all applications that are developing and those can be foreseen.

THE SPIN DOCTOR'S WIFE

INFIDELITY, INFERTILITY AND INFAMY

Megan is desperate for a baby, running hard on the IVF treadmill and heading for the edge. Meanwhile, her PR spin-doctor husband, Laurie is distracted by very different desires. Enter Carla, an ambitious young singer, who can give them both what they want-at a price. For years, Megan was a much-loved schoolteacher, but her world falls apart after she's unfairly dismissed. She hopes having a baby will fill the void. Instead, her discovery that Laurie has secretly fathered a child, adds insult to injury. Finally, Megan devises a plan to take back control of her life. How far will Megan, Laurie and Carla go to get what they want? Set in Sydney against a backdrop of corporate cover-ups and the cult of celebrity, *The Spin Doctor's Wife* is fast-paced, heartbreaking and funny. "Theresa Miller perfectly captures her characters with empathy and insight. If you enjoyed Allison Pearson's, *I Don't Know How She Does It*, you'll love *The Spin Doctor's Wife*." - Petronella McGovern, bestselling author of *Six Minutes*

HATCHET JOBS AND HARDBALL

THE OXFORD DICTIONARY OF AMERICAN POLITICAL SLANG

Oxford University Press Here is a wonderful Baedeker to down-and-dirty politics--more than six hundred slang terms straight from the smoke-filled rooms of American political speech. *Hatchet Jobs and Hardball: The Oxford Dictionary of American Political Slang* illuminates a rich and colorful segment of our language. Readers will find informative entries on slang terms such as Beltway bandit and boondoggle, angry white male and leg treasurer, juice bill and Joe Citizen, banana superpower and the Big Fix. We find not only the meaning and history of familiar terms such as gerrymander, but also of lesser-known terms such as cracking (splitting a bloc of like-minded voters by redistricting) and fair-fight district (which refers to areas redistricted to favor no political party). Each entry includes the definition of the word, its historical background, and illuminating citations, some going back more than 200 years. (We learn, for instance, that a term as seemingly current as political football actually dates back to before the Civil War.) Selected entries will have extended encyclopedic notes. The book also features sidebar essays on topics such as political words in Blogistan; a short history of "big cheese"; all about chads and the 2000 election; the suffix "-gate" and all the related Watergate terms; and the naming of legislation. Political junkies, policy wonks, journalists, and word lovers will find this book addictive reading as well as a reliable guide to one of the more colorful corners of American English.

SPIN DOCTOR

Key Bridge Books Jack Abbott is a Washington spin doctor who longs to make the big time: the White House. Once there, he'll do almost anything to hold onto his job. Will the country re-elect his boss, President Dexter, a beloved widower with a secret, because of Jack's skillful deception? Will Jack's conscience finally surface and spur him to make amends? Or is it too late? *Spin Doctor* has a Washington theme, a realistic story and a soul. And unlike many Washington novels, *Spin Doctor* is not a memoir or polemic, not a message book or a thriller. Politically neutral, it goes to deeper truths: the conflict we all have between ambition and conscience. *Spin Doctor* is Washington from the inside, with humor and authenticity.

GOING FOR A SPIN

THE UPS AND DOWNS OF AN AEROSPACE DOCTOR

Memoirs Publishing It was Gordon Sharp's experiences as a six-year-old boy in the Glasgow Blitz that first set him on the path towards a medical career. By the time Gordon had left school he had two firm goals: to specialise in aviation medicine, and to try his hand at broadcasting. He managed both in style, becoming Commanding Officer of the RAF's Aviation Medicine Training Centre and later Head of Division at the Institute of Aviation Medicine. During his time in the RAF Medical Branch he carried out pioneering work in the development of safer systems for aircrew. As a member of the ITN studio team during the Apollo space programme in the 1970s, Gordon became a familiar face to TV audiences. Then, just when he thought life held no more surprises, he found himself flying high in a different sense when he was invited to serve as 'Physician Extraordinary' to Her Majesty The Queen Mother. *Going for a spin* is Gordon's fascinating and entertaining story

TIM BELL

THE ULTIMATE SPIN DOCTOR

THOMAS LANGLEY

THE FIRST SPIN DOCTOR

Thomas Langley, son of a farmer from Middleton, rose to become Keeper of the King's Signet, Privy Seal, Dean of York, Archdeacon of Norfolk, Bishop of Durham, Chancellor to three English kings, and effectively England's first Foreign Secretary.

SPIN DICTATORS

THE CHANGING FACE OF TYRANNY IN THE 21ST CENTURY

Princeton University Press How a new breed of dictators holds power by manipulating information and faking democracy Hitler, Stalin, and Mao ruled through violence, fear, and ideology. But in recent decades a new breed of media-savvy strongmen has been redesigning authoritarian rule for a more sophisticated, globally connected world. In place of overt, mass repression, rulers such as Vladimir Putin, Recep Tayyip Erdogan, and Viktor Orbán control their citizens by distorting information and simulating democratic procedures. Like spin doctors in democracies, they spin the news to engineer support. Uncovering this new brand of authoritarianism, Sergei Guriev and Daniel Treisman explain the rise of such “spin dictators,” describing how they emerge and operate, the new threats they pose, and how democracies should respond. Spin Dictators traces how leaders such as Singapore's Lee Kuan Yew and Peru's Alberto Fujimori pioneered less violent, more covert, and more effective methods of monopolizing power. They cultivated an image of competence, concealed censorship, and used democratic institutions to undermine democracy, all while increasing international engagement for financial and reputational benefits. The book reveals why most of today's authoritarians are spin dictators—and how they differ from the remaining “fear dictators” such as Kim Jong-un and Bashar al-Assad, as well as from masters of high-tech repression like Xi Jinping. Offering incisive portraits of today's authoritarian leaders, Spin Dictators explains some of the great political puzzles of our time—from how dictators can survive in an age of growing modernity to the disturbing convergence and mutual sympathy between dictators and populists like Donald Trump.

SPIN DOCTOR

SPIN

From the concert stage to the dressing room, from the recording studio to the digital realm, SPIN surveys the modern musical landscape and the culture around it with authoritative reporting, provocative interviews, and a discerning critical ear. With dynamic photography, bold graphic design, and informed irreverence, the pages of SPIN pulsate with the energy of today's most innovative sounds. Whether covering what's new or what's next, SPIN is your monthly VIP pass to all that rocks.

WINNING REPUTATIONS

HOW TO BE YOUR OWN SPIN DOCTOR

Springer This book provides practical advice from the Chief Executive of one of the biggest PR firms in the world on how to manage your personal PR. Explaining how to develop your career, promote your business or carry out campaigns for change he focuses upon reputation as the key to world class individuals, companies and great brands. Including many compelling examples and cases the book includes a toolkit and practical plans for doing this for yourself.

NEVER SAY "NO COMMENT"

HOW SPIN DOCTORS ANSWER QUESTIONS

Author's Choice Publishing - Go behind the scenes of 'Spin College' a top-secret media training centre where the Reporter From Hell teaches an engineer, a customer service executive and a police chief to use the common sense language of professional spokespersons. - Play the Spin Doctor's Game to avoid the traps of negative messages and negative people. - Write a One-Minute Power Message about the most important issues in your life or career, using a simple template.

REGENERATION: THE CHANGING STYLE OF DOCTOR WHO: AN UNOFFICIAL AND UNAUTHORISED ANALYSIS

Lulu.com For over fifty years, the BBC's Doctor Who has taken viewers on adventures across time and space. At the same time, the programme has crossed genres and styles. From science fiction to action, horror to comedy and back again. Regeneration: The Changing Style of Doctor Who offers a penetrating look at the way different showrunners, producers and script editors shaped the Time Lord's adventures. Analysing each era in sequence, it looks at story styles, the character of the Doctor and his intrepid companions, and the nature of the villains and monsters they faced, as well as the portrayal of the Time Lords. An essential guide both for new fans wanting a primer on the programme's history and for longstanding enthusiasts seeking a fresh perspective on eras they thought they knew.

JOURNALISM AND DEMOCRACY

AN EVALUATION OF THE POLITICAL PUBLIC SPHERE

Routledge The public sphere is said to be in crisis. Dumbing down, tabloidisation, infotainment and spin are alleged to contaminate it, adversely affecting the quality of political journalism and of democracy itself. There is a pervasive pessimism about the relationship between the media and democracy, and widespread concern for the future of the political process. Journalism and Democracy challenges this orthodoxy, arguing instead for an alternative, more optimistic evaluation of the contemporary public sphere and its contribution to the political process. Brian McNair argues not only that the quantity of political information in mass circulation has expanded hugely in the late twentieth century, but that political journalism has become steadily more rigorous and effective in its criticism of elites, more accessible to the public, and more thorough in its coverage of the political process. Journalism and Democracy combines textual analysis and extensive in-depth interviews with political journalists, editors, presenters and documentary makers. In separate chapters devoted to the political news agenda, the political interview, punditry, public access media and spin doctoring, McNair considers whether dumbing down is a genuinely new trend in political journalism, or a kind of moral panic, provoked by suspicion of mass involvement in culture.

THE BRITISH POLITICAL PROCESS

AN INTRODUCTION

Routledge British Political Process: An Introduction is an exciting new text for students which clearly and simply explains the workings of the British political system. Written by those close to the political process, it provides an authoritative, reliable and manageable guide to understanding all the key elements of government and politics in Britain. It begins by placing British politics in context and then explores those areas which feature on British Politics courses. Benefits to students include: * an exploration of the key areas, including: the constitution; elections; parties; pressure groups and lobbying; media; parliament; Whitehall; the Prime Minister and Ministers; the EU; devolution; and the future of British politics * government documents which give unique insights into actual political processes, as well as figures, cartoons and tables which illustrate and summarise information and statistics in an accessible way * appendices provide useful information such as: a glossary of terms; a chronology of events; a digest of facts; and a guide to politics on the internet * a knowledgeable and experienced team of writers who offer a unique insight into British political processes.

POSTCOLONIAL VOICES FROM DOWNUNDER

INDIGENOUS MATTERS, CONFRONTING READINGS

Wipf and Stock Publishers How do indigenous matters inform, irritate and advance postcolonial theologies and postcolonial biblical criticisms? What options emerge from confronting readings of religious, customary, scriptural, political and cultural texts, traditions, leanings, bodies and anxieties? These two questions epitomize the concerns that the contributors address in this collection. The postcolonial voices that come together between the covers of this book show that indigenous subjects and heritages do matter in the theological and hermeneutical business, for we all have something to learn from First Peoples, and that theologians and biblical critics have much to gain from (and offer to) confronting and troubling traditional views and fears. Together in this book, the postcolonial voices from Downunder (geographically: Oceania, Pasifika; ideologically: marginalized, minoritized) confront political and religious bodies, including Christian churches, on account of their participation in and justification of the occupation and poaching of native lands, wisdom, wealth, and titles. This book is for First Peoples and Second Peoples, whether they are down under or up yonder, who are curious about possible advents of postcolonial theologies and postcolonial biblical criticisms in the future.

THE BATTING DOCTOR'S CRICKET WISDOM

Xlibris Corporation With 50 years of passionate involvement in cricket; extensive effort to constantly understand and improve what I do; insightful exploration of such things as ancient Chinese and Japanese texts as well as modern psychology concepts, I have developed my own philosophies and ways of doing things in cricket. Many of these ways are unique to me and opposite to conventional instruction. Whilst my hearing, memory and physical condition are all in decline, the satisfaction gained from understanding what motivates and can improve an individual remains a major source of inspiration. Often I have observed people with extraordinary talent give up just short of what they could achieve, yet others with less talent, but with an indomitable spirit continue on and reap the rewards of success. Why does this happen? We simply have not been educated in how to harness and use our thinking minds wisely. The result is that our efforts in life are often hit or miss. Importantly the WISDOM contained in my book, can help my readers better identify, connect with and meet the challenges that their involvement in cricket will bring.

KENYA NATIONAL ASSEMBLY OFFICIAL RECORD (HANSARD)

The official records of the proceedings of the Legislative Council of the Colony and Protectorate of Kenya, the House of Representatives of the Government of Kenya and the National Assembly of the Republic of Kenya.