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You see hundreds of trademarks every day, and so does almost everyone else worldwide (and even if letters and words are used, the trademark symbolism transcends language barriers). Fifteen years ago, design consultant Per Mollerup brought out a volume about trademarks, and now it is enlarged and expanded in a second edition, Marks of Excellence: The History and Taxonomy of Trademarks

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number of categories...

An exploration of the trademark: its history, development, style and relevance.

This fully updated book offers a compact and accessible account of EU intellectual property (IP) law and policy. The digital age brings many opportunities, but also presents continuing challenges to IP law as the EU 's programme of harmonisation unfolds. As well as addressing the main IP

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rights (copyright, patents, designs, trade marks and related rights), the book also considers IP ' s relationship with the EU ' s rules on free movement of goods and competition, as well as examining the enforcement of IP rights. Taking account of numerous changes, this timely second edition covers the substantive provisions and procedures which apply throughout the EU, making extensive reference to the case law. The author considers how the exploitation of IP is increasingly global; harmonisation, in contrast, is only partial, even at the EU level. In response, the book sets EU IP law in its wider international context. It also seeks to highlight policy issues and arguments of relevance to the EU, in its relations both within the Union and with the rest of the world. Designed as a compact and approachable

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account of these difficult and technical areas, and with advice on further reading and research, this unique book is useful both as a work of reference and for more general study. It is essential reading for postgraduate students, academic researchers and legal practitioners alike.

In an age of globalization and connectivity, the idea of "mainstream culture" has become quaint. Websites, magazines, books, and television have all honed in on ever-diversifying subcultures, hoping to carve out niche audiences that grow savvier and more narrowly sliced by the day. Consequently, the discipline of graphic design has undergone a sea change. Where visual communication was once informed by a designer's creative intuition, the

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proliferation of specialized audiences now calls for more research-based design processes. Designers who ignore research run the risk of becoming mere tools for communication rather than bold voices. *Design Studies*, a collection of 27 essays from an international cast of top design researchers, sets out to mend this schism between research and practice. The texts presented here make a strong argument for performing rigorous experimentation and analysis. Each author outlines methods in which research has aided their design—whether by investigating how senior citizens react to design aesthetics, how hip hop culture can influence design, or how design for Third World nations is affected by cultural differences. Contributors also outline inspired ways in which design educators can teach

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research methods to their students. Finally, Design Studies is rounded out by five annotated bibliographies to further aid designers in their research. This comprehensive reader is the definitive reference for this new direction in graphic design, and an essential resource for both students and practitioners.

Bently and Sherman's Intellectual Property Law is the definitive textbook on the subject. The authors' all-embracing approach not only clearly sets out the law in relation to copyright, patents, trade marks, passing off, and confidentiality, but also takes account of a wide range of academic opinion enabling readers to explore and make informed judgements about key principles. The particularly

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clear and lively writing style ensures that even the most complex areas are lucid and comprehensible.

Reading *Graphic Design in Cultural Context* explains key ways of understanding and interpreting the graphic designs we see all around us, in advertising, branding, packaging and fashion. It situates these designs in their cultural and social contexts. Drawing examples from a range of design genres, leading design historians Grace Lees-Maffei and Nicolas P. Maffei explain theories of semiotics, postmodernism and globalisation, and consider issues and debates within visual communication theory such as legibility, the relationship of word and image, gender and identity, and the impact of digital forms on design. Their

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discussion takes in well-known brands like Alessi, Nike, Unilever and Tate, and everyday designed things including slogan t-shirts, car advertising, ebooks, corporate logos, posters and music packaging.

This two-volume set LNCS 11592 and 11593 constitutes the refereed proceedings of the 5th International Conference on Human Aspects of IT for the Aged Population, ITAP 2019, held in July 2019 as part of HCI International 2019 in Orlando, FL, USA. HCII 2019 received a total of 5029 submissions, of which 1275 papers and 209 posters were accepted for publication after a careful reviewing process. The 86 papers presented in these two volumes are organized in topical sections named: Design with and for

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the Elderly, Aging and Technology Acceptance, Aging and the User Experience, Elderly-Specific Web Design, Aging and Social Media, Games and Exergames for the Elderly, Ambient Assisted Living, Aging, Motion, Cognition, Emotion and Learning.

'The volume edited by Andy Pike includes contributions by several leading figures in the study of brands, places and place branding. . . However, this is not what makes the book a welcome addition to the literature. What really makes the book interesting is actually the brave attempt to deal with an intrinsically difficult topic, one that is rarely – if ever – explored: the relationship between brands and branding with the places in and around which these operate. Several

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facets of this relationship are explored in the book. . . The book is introduced nicely by Andy Pike in a chapter that sets the scene and clarifies the intentions of the book. . . I am glad the first book to handle these issues is on my shelves.'

– Mihalis Kavaratzis, Regional Studies 'An incomparably rich trove of work on the multifarious and contradictory "entanglements" between space, place, and brand. The volume helps us understand how and why "places of origin" play an ever greater role in the marketing of commodities, even while corporations continue to seek "placelessness" in pursuit of the bottom line. And it illuminates how and why entrepreneurial governments seeking to enhance global competitiveness increasingly turn to place branding – at the neighborhood, urban, and national scale – even while

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launching rounds of restructuring that undercut the authenticity and viability of local identities. A valuable and accessible contribution to the urban studies and cultural studies literature.' – Miriam Greenberg, University of California, Santa Cruz, US 'An important effort to pull together multidisciplinary research on the spatial dimensions of brands and branding in an international context.' – John A. Quelch, Harvard Business School, US Despite overstated claims of their 'global' homogeneity, ubiquity and contribution to 'flattening' spatial differences, the geographies of brands and branding actually do matter. This vibrant collection provides a comprehensive reference point for the emergent area of brand and branding geographies in a multi-disciplinary and international

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context. The eminent contributors, leaders in their respective fields, present critical reflections and synthesis of a range of conceptual and theoretical frameworks and methodological approaches, incorporating market research, oral history, discourse and visual analyses. They reflect upon the politics and limits of brand and branding geographies and map out future research directions. The book will prove a fascinating and illuminating read for academics, researchers, students, practitioners and policy-makers focusing on the spatial dimensions of brands and branding.

A young mother and her children attempt to make a new life in California, but the shadows of the past continue to haunt them in this poetic novel. Lucy has always had a

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volatile marriage, one marked with frequent splits and reconciliations. So when she takes her two young children, May and Eden, and walks out on her husband, no one expects it will be for good. Until she flees England for America. In the serene, sunbathed California landscape, Lucy, May, and Eden begin to believe that this new country might offer them a chance to reconnect. But when they settle in the Parvati Ashram, what first seemed idyllic threatens to sever their already tenuous family ties. Like most outsiders, May views the ashram as a cult, but her mother sees it as a place of healing and salvation. As Lucy is taken deeper into the confidence of their leader, May ' s initial defenses are broken down by her friendship with the manipulative proselyte, Sati. Thoughts of England slowly

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begin to disappear as they settle into their new reality, where blind faith challenges human decency, testing the family 's loyalties and asking if a less-than-perfect but real life is better than a vacuous ideal. Galaxy Craze, author of the acclaimed novel *By the Shore*, creates “ a meditation on a disintegrating family ” (Los Angeles Times) and a “ perfect yarn for anyone riveted by the religious cult action now dominating the headlines ” (Marie Claire). “ A page-turner . . . Craze writes the sort of direct, dry-eyed prose that elevates even the most mundane events into carefully observed drama. ” —Time Out New York “ [An] exquisite new novel . . . A skillfully rendered, bittersweet family portrait. ” —New York Post “ [Craze] gives May a delicate, distinctive voice. . . . [Here] the trials of adolescence don't

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stand a chance against the absurdity of grown-ups. ”  
—Kirkus Reviews

Changing business environments and information technology advancements fundamentally reshaped the traditional information landscape in our contemporary society, urging companies to seek innovative ways to diffuse and manage assets on a global scale. It is crucial for society to understand the new methodologies and common practices that organizations can utilize to leverage their knowledge into practice. *Global Information Diffusion and Management in Contemporary Society* is an essential reference source featuring research on the development and implementation of contemporary global information

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management initiatives in organizations. Including coverage on a multitude of topics such as data security, global manufacturing, and information governance, this book explores the importance of information management in a global context. This book is ideally designed for managers, information systems specialists, professionals, researchers, and administrators seeking current research on the theories and applications of global information management.

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