

Cutting Edge Advertising How To Create The Worlds Best For Brands In 21st Century Jim Aitchison

Eventually, you will totally discover a supplementary experience and attainment by spending more cash. yet when? attain you say you will that you require to get those every needs in the manner of having significantly cash? Why dont you try to acquire something basic in the beginning? Thats something that will guide you to comprehend even more re the globe, experience, some places, later history, amusement, and a lot more?

It is your unquestionably own get older to piece of legislation reviewing habit. in the middle of guides you could enjoy now is **Cutting Edge Advertising How To Create The Worlds Best For Brands In 21st Century Jim Aitchison** below.

Sustaining literacy in Africa: developing a literate environment - Easton, Peter
2014-06-23

This publication contributes, in the critical context of Africa, to the conceptual development of the notion of the literate environment--an essential element for the promotion of literacy. It brings knowledge and insights about literate environments, highlighting inter-related issues such as its definitions, previous undertakings, methods of assessment as well as interactions between the supply and demand sides of environments.--

Seattle--Pacific Gem - Jim French 1997

I Am a Strange Loop - Douglas R. Hofstadter 2007-03-27

Argues that the key to understanding ourselves and consciousness is the "strange loop," a special kind of abstract feedback loop that inhabits the brain.

Cutting Edge Advertising - Jim Aitchison 2004

The top global guide to print advertising has been fully updated with breakthrough work and new advice from the world's leading creative agencies in the United States, Britain, Australia, Asia, Europe, and South Africa. The text includes step-by-step techniques for creating brilliant advertising--from research and strategy through

concept, design, and copy.

William Dwight Whitney and the Science of Language - Stephen G. Alter
2005-04-13

Linguistics, or the science of language, emerged as an independent field of study in the nineteenth century, amid the religious and scientific ferment of the Victorian era. William Dwight Whitney, one of that period's most eminent language scholars, argued that his field should be classed among the social sciences, thus laying a theoretical foundation for modern sociolinguistics. William Dwight Whitney and the Science of Language offers a full-length study of America's pioneer professional linguist, the founder and first president of the American Philological Association and a renowned Orientalist. In recounting Whitney's remarkable career, Stephen G. Alter examines the intricate linguistic debates of that period as well as the politics of establishing language study as a full-fledged science. Whitney's influence, Alter argues, extended to the German Neogrammarian movement and the semiotic theory of Ferdinand de Saussure. This exploration of an early phase of scientific language study provides readers with a unique perspective on Victorian intellectual life as well as on the transatlantic roots of modern linguistic theory.

English Linguistics - Thomas Herbst 2010

The book introduces the reader to the central areas of English linguistics. The main sections are: the English language and linguistics - sounds - meaning-carrying units - sentences: models of grammar - meaning - utterances - variation. Notably, the book is written from a foreign student's perspective of the English language, i.e. aspects relevant to foreign language teaching receive particular attention. A great deal of emphasis is put on the insights to be gained from the analysis of corpora, especially with respect to the idiomatic character of language (idiom principle, valency approach). In addition, the text offers basic facts about the history of the language and elaborates on the differences between British and American English. The author demonstrates that a linguistic fact can usually be described in more than one way. To this end, each section contains a chapter written for beginners providing a broad outline and introducing the basic terminology. The remaining chapters in each section highlight linguistic facts in more detail and give an idea of how particular theories account for them. The book can be used both from the first semester onwards and as perfect study aid for final B.A.-examinations.

Advertising in Tourism and Leisure -

Nigel Morgan 2013-06-17

'Advertising in Leisure and Tourism' brings together the current thinking in this area, via extensive international case studies, to provide a critical appraisal of the potential of advertising in leisure and tourism. Arranged in three parts, the book introduces the role of advertising, evaluating its relationship within other aspects of tourism and leisure marketing; the techniques used: advertising a range of products to key market segments; and new strategic directions in advertising. It focuses on the new destination marketing strategy of branding and assesses the relationship between advertising and other increasing important areas of promotion, including sponsorship, ambient marketing and sales promotion. Advertising and marketing

professionals in the leisure industries and undergraduates on marketing-related modules in tourism, leisure and hospitality courses will find this an invaluable text. Since the case studies are drawn from an international field, readers will be able to assess best practice from a variety of sources and countries. Dr Nigel Morgan is Principal Lecturer in Hospitality, Leisure and Tourism and Annette Pritchard is Senior Lecturer at School of Leisure and Tourism, at the University of Wales Institute, Cardiff.

Cyberpragmatics - Francisco Yus

2011-08-22

Cyberpragmatics is an analysis of Internet-mediated communication from the perspective of cognitive pragmatics. It addresses a whole range of interactions that can be found on the Net: the web page, chat rooms, instant messaging, social networking sites, 3D virtual worlds, blogs, videoconference, e-mail, Twitter, etc. Of special interest is the role of intentions and the quality of interpretations when these Internet-mediated interactions take place, which is often affected by the textual properties of the medium. The book also analyses the pragmatic implications of transferring offline discourses (e.g. printed paper, advertisements) to the screen-framed space of the Net. And although the main framework is cognitive pragmatics, the book also draws from other theories and models in order to build up a better picture of what really happens when people communicate on the Net. This book will interest analysts doing research on computer-mediated communication, university students and researchers undergoing post-graduate courses or writing a PhD thesis. Now Open Access as part of the Knowledge Unlatched 2017 Backlist Collection.

Clueless in Starting a Business - May

Lwin 2003

Hey, Whipple, Squeeze This - Luke

Sullivan 2008-04-11

In this new edition of the irreverent, celebrated bestseller, master copywriter Luke Sullivan looks at the history of

advertising, from the good, to the bad, to the ugly. Updated to cover online advertising, this edition gives you the best advertising guidance for traditional media and all the possibilities of new media and technologies. You'll learn why bad ads sometimes work, why great ads fail, and how you can balance creative work with the mandate to sell.

Asian Brand Strategy - M. Roll 2005-10-17

This book offers insights, knowledge and perspectives on Asian brands and branding as a strategic tool and provides a comprehensive framework for understanding Asian branding strategies and Asian brands, including success stories and challenges for future growth and strengths. The book includes theoretical frameworks and models and up-to-date case studies on Asian brands

Strategic Copywriting - Edd Applegate 2015-11-05

When it comes to attracting consumers through advertising, which words, phrases, and techniques are most effective? *Strategic Copywriting*, a detailed how-to guide, introduces students to time-tested strategies for writing and designing successful ads. In this second edition, Edd Applegate explains the core principles that have guided advertising for decades, from knowing the audience to crafting a compelling message. Next, proven techniques for producing specific kinds of advertising—whether for newspapers, magazines, or other print media, for broadcast radio or television, or for social media and online/mobile platforms—are addressed in step-by-step detail.

Throughout, Applegate walks readers through real advertisements from advertising agencies of all sizes across the United States to illustrate what works—or not—and why.

Creative Strategy in Advertising - Bonnie L. Drewnany 2008

Focusing on the idea that good advertising always starts with an understanding of people and an awareness of their needs, this text moves through the creative process step by step. Complementing the

instructions are examples of layouts and ad copy, giving students the tools to create their own advertising.

Cutting Edge Commercials - Jim Aitchison 2001

A step-by-step guide to creating cutting edge television commercials, exploring everything from how television communicates to how to sell concepts. Individual chapters address hot issues in advertising development, and global advertising leaders contribute their secrets to success.

Revitalizing Endangered Languages - Justyna Olko 2021-01-31

Of the approximately 7,000 languages in the world, at least half may no longer be spoken by the end of the twenty-first century.

Languages are endangered by a number of factors, including globalization, education policies, and the political, economic and cultural marginalization of minority groups. This guidebook provides ideas and strategies, as well as some background, to help with the effective revitalization of endangered languages. It covers a broad scope of themes including effective planning, benefits, wellbeing, economic aspects, attitudes and ideologies. The chapter authors have hands-on experience of language revitalization in many countries around the world, and each chapter includes a wealth of examples, such as case studies from specific languages and language areas. Clearly and accessibly written, it is suitable for non-specialists as well as academic researchers and students interested in language revitalization. This book is also available as Open Access on Cambridge Core.

How to Do Media and Cultural Studies - Jane Stokes 2003-02-24

Providing a student guide to the process of research and writing for media and cultural studies, the author covers both quantitative and qualitative methods and includes a list of useful library resources and essential Web sites.

Killing Hope - William Blum 2014-09-11

In *Killing Hope*, William Blum, author of the bestselling *Rogue State: A Guide to the*

World's Only Superpower, provides a devastating and comprehensive account of America's covert and overt military actions in the world, all the way from China in the 1940s to the invasion of Iraq in 2003 and - in this updated edition - beyond. Is the United States, as it likes to claim, a global force for democracy? Killing Hope shows the answer to this question to be a resounding 'no'.

The Design Manual - David Whitbread 2009
The Design Manual by David Whitbread is an indispensable and comprehensive reference for traditional and digital publishing. From beginners to professional graphic designers, desktop publishers and graphic design students, The Design Manual provides essential information on conceptual approaches, planning and project development techniques for print, web and multimedia production. Design tasks are divided into sections on publication, corporate identity, on-screen and advertising design. There is discussion of specific skills such as branding and logo design; stationery, catalogue, annual report and newsletter production; websites; storyboarding and animation techniques; and more. The production section discusses layout and typography for print and screen, colour and colour systems, printing and finishing processes. With numerous checklists and practical tips throughout the text, The Design Manual has become a standard reference for anyone involved in or interested in design.

Cutting Edge Advertising - Jim Aitchison
2012-12-11

Now revised and updated, this classic book is still the definitive step-by-step guide to creating cutting edge print ads. It covers everything from how advertising works, how brand-building methodologies are changing, how to get an idea, and how copy and art should be crafted. It demystifies the advertising creative process, with page after page of practical, inspiring and often controversial advice from such masters as David Abbott, Bob Barrie, Tim Delaney, David Droga, Neil French, Marcello Serpa, and dozens more. Over 200 print ads and

case histories reveal the creative processes at work in world-famous agencies in the US, UK, Asia and Australia. This new edition also includes an exclusive section featuring winning ads from the World Press Awards. No other book takes you on such a journey through the minds of advertising's creative leaders.

Word Spy - Paul McFedries 2004-02-17
Language wears many hats, but its most important job is to help us name or describe what's in the world. Words define us, our actions, even our existence. And just when you think that you have all the words you need, you discover new ones, hear new uses for old ones or see them mutate right before your eyes—a neologism is born. Those neologisms are actually one of the best ways of keeping tabs on the way our world and culture are changing. One of the people who's been keeping tabs is Paul McFedries, the president of Logophilia Limited (logophilia is Greek for "the love of words"). His scorecard is Word Spy, a daily newsletter that has been reporting from the neological frontier since 1998 and that has more than 100,000 visitors a month and more than 12 million page views. In Word Spy, McFedries demonstrates how new words both reflect and illuminate not only the subcultures that coin them but also the larger culture in which these groups exist. Neologisms give us insight into the way things are even as they act as linguistic harbingers of what's to come. Each chapter of Word Spy is a cultural snapshot, a slice of the zeitgeist that focuses on a specific idea or sociological phenomenon, with an emphasis on the words and phrases that it has generated. These snapshots cover various aspects of modern life, including relationships, business, technology, war, aging, multiculturalism, and even fast food, all the while introducing us to hybrid words: If your kids can't seem to get away from their computers, they may be addicted to "fritterware" (time-wasting game software). If you're a new mother with a passion for petitioning, you may be a "lactivist" (breast-feeding activist). And if you keep finding yourself staying way later at the office than

you ever imagined, you may be suffering from "presenteeism." Word Spy is an exciting and informative travelogue through the evolving landscape of our language and, consequently, the cultures and subcultures that continually mold and shape not just the language but all of us who speak it.

Cutting Edge Commercials - Jim Aitchison 2008

A step-by-step guide to creating cutting edge television commercials, exploring everything from how television communicates to how to sell concepts. Individual chapters address hot issues in advertising development, and global advertising leaders contribute their secrets to success.

The Advertising Concept Book: Think Now, Design Later (Third) - Pete Barry 2016-08-10

The classic guide to creative ideas, strategies, and campaigns in advertising, now in a revised and updated third edition. In creative advertising, no amount of glossy presentation will improve a bad idea. That's why this book is dedicated to the first and most important lesson: concept. Structured to provide both a complete course on advertising and a quick reference on specific industry topics, it covers every aspect of the business, from how to write copy and learn the creative process to how agencies work and the different strategies used for all types of media. This edition has been updated to include expanded chapters on interactive advertising and integrative advertising, a new chapter on branded social media, and fifty specially drawn new roughs of key campaigns. Pete Barry outlines simple but fundamental rules about how to "push" an ad to turn it into something exceptional, while exercises throughout help readers assess their own work and that of others. Fifty years' worth of international, award-winning ad campaigns—in the form of over 450 "roughs" specially produced by the author, fifty of which are new to this edition—also reinforce the book's core lesson: that a great idea will last forever.

Inventing the Future - Nick Srnicek 2015-11-17

A major new manifesto for the end of capitalism. Neoliberalism isn't working. Austerity is forcing millions into poverty and many more into precarious work, while the left remains trapped in stagnant political practices that offer no respite. Inventing the Future is a bold new manifesto for life after capitalism. Against the confused understanding of our high-tech world by both the right and the left, this book claims that the emancipatory and future-oriented possibilities of our society can be reclaimed. Instead of running from a complex future, Nick Srnicek and Alex Williams demand a postcapitalist economy capable of advancing standards, liberating humanity from work and developing technologies that expand our freedoms. This new edition includes a new chapter where they respond to their various critics.

Multimodal Metaphor - Charles Forceville 2009

Metaphor pervades discourse and may govern how we think and act. But most studies only discuss its verbal varieties. This book examines metaphors drawing on combinations of visuals, language, gestures, sound, and music. Investigated texts include advertising, political cartoons, comics, film, songs, and oral communication. Where appropriate, the influence of genre and cultural factors is thematized.

What's the Big Idea? - George Lois 1993
Even if you don't realize it, Lois has probably affected your buying habits. From the man who created "I want my MTV", here are inside tips on creating great advertising and marketing techniques. In today's saturated media environment, Lois shows how to get your message heard, noticed, and remembered. Photographs throughout.

Translating and Interpreting Conflict - Myriam Salama-Carr 2007

The relationship between translation and conflict is highly relevant in today's globalised and fragmented world, and this is attracting increased academic interest. This collection of essays was inspired by the first international conference to directly address the translator and interpreter's involvement in situations of military and ideological

conflict, and its representation in fiction. The collection adopts an interdisciplinary approach, and the contributors to the volume bring to bear a variety of perspectives informed by media studies, historiography, literary scholarship and self-reflective interpreting and translation practice. The reader is presented with compelling case studies of the 'embeddedness' of translators and interpreters, either on the ground or as portrayed in fiction, and of their roles in mediating, memorizing or rewriting conflict. The theoretical reflection which the essays generate regarding mediation and neutrality, ethical involvement and responsibility, and the implications for translator and interpreter training, will be of interest to researchers in translation, interpreting, media, intercultural and postcolonial studies.

Registries for Evaluating Patient

Outcomes - Agency for Healthcare

Research and Quality/AHRQ 2014-04-01

This User's Guide is intended to support the design, implementation, analysis, interpretation, and quality evaluation of registries created to increase understanding of patient outcomes. For the purposes of this guide, a patient registry is an organized system that uses observational study methods to collect uniform data (clinical and other) to evaluate specified outcomes for a population defined by a particular disease, condition, or exposure, and that serves one or more predetermined scientific, clinical, or policy purposes. A registry database is a file (or files) derived from the registry. Although registries can serve many purposes, this guide focuses on registries created for one or more of the following purposes: to describe the natural history of disease, to determine clinical effectiveness or cost-effectiveness of health care products and services, to measure or monitor safety and harm, and/or to measure quality of care. Registries are classified according to how their populations are defined. For example, product registries include patients who have been exposed to biopharmaceutical products or medical devices. Health services

registries consist of patients who have had a common procedure, clinical encounter, or hospitalization. Disease or condition registries are defined by patients having the same diagnosis, such as cystic fibrosis or heart failure. The User's Guide was created by researchers affiliated with AHRQ's Effective Health Care Program, particularly those who participated in AHRQ's DEcIDE (Developing Evidence to Inform Decisions About Effectiveness) program. Chapters were subject to multiple internal and external independent reviews.

Cambridge International AS and A Level English Language Coursebook - Mike Gould
2014-08-21

Comprehensive student-friendly resources designed for teaching Cambridge International AS and A Level English Language (syllabus 9093). The core aim of this Coursebook is to help students to develop and apply the key skills they need to achieve in AS and A Level English Language. They will build the skills needed for assessment through frequent activities. Divided into two distinct parts for AS and A Level studies, the book covers a wide range of reading skills, such as understanding aspects of style, voice and tone. It also addresses the conventions of key kinds of writing and spoken language, from scripted speeches to travel articles, and looks at how they can capture these conventions in their own work.

Brand Storytelling - Keith A Quesenberry
2023-02-15

This innovative new text introduces students to the power of storytelling and outlines a process for creating effective brand stories in an integrated advertising, PR, strategic marketing communications campaign that leverages the power of story within the reality of today's digital first media landscape.

Cutting Edge Advertising - Jim Aitchison
2012

Now revised and updated, this classic book is still the definitive step-by-step guide to creating cutting edge print ads. It covers everything from how advertising works, how brand-building methodologies are changing,

how to get an idea, and how copy and art should be crafted. It demystifies the advertising creative process, with page after page of practical, inspiring and often controversial advice from such masters as David Abbott, Bob Barrie, Tim Delaney, David Droga, Neil French, Marcello Serpa, and dozens more. Over 200 print ads and case histories reveal the creative processes at work in world-famous agencies in the US, UK, Asia and Australia. This new edition also includes an exclusive section featuring winning ads from the World Press Awards. No other book takes you on such a journey through the minds of advertising's creative leaders.

Discursive Pragmatics - Jan Zienkowski 2011

The ten volumes of "Handbook of Pragmatics Highlights" focus on the most salient topics in the field of pragmatics, thus dividing its wide interdisciplinary spectrum in a transparent and manageable way. While the other volumes select specific philosophical, cognitive, grammatical, social, cultural, variational, or interactional angles, this 8th volume focuses on theories and phenomena at the level of discourse, but leaving aside conversational interaction. It provides the reader with pragmatics-oriented information on discourse analysis, critical discourse analysis and critical linguistics, as well as text linguistics and appraisal theory, while introducing other specific approaches to discourse through concepts such as polyphony, intertextuality, genre, and "enunciation." Furthermore, topics such as public discourse, narrative, figures of speech, cohesion and coherence, pragmatic markers, manipulation, and humor, are all dealt with in separate chapters. The binding idea, explained in the introduction, is that discursive pragmatics may serve as a platform for a diversity of perspectives on discourse, as they have emerged not only in the language sciences but also in the humanities and social sciences in general."

The Topkapi Scroll - Gülru Necipoğlu 1996-03-01

Since precious few architectural drawings

and no theoretical treatises on architecture remain from the premodern Islamic world, the Timurid pattern scroll in the collection of the Topkapi Palace Museum Library is an exceedingly rich and valuable source of information. In the course of her in-depth analysis of this scroll dating from the late fifteenth or early sixteenth century, Gülru Necipoğlu throws new light on the conceptualization, recording, and transmission of architectural design in the Islamic world between the tenth and sixteenth centuries. Her text has particularly far-reaching implications for recent discussions on vision, subjectivity, and the semiotics of abstract representation. She also compares the Islamic understanding of geometry with that found in medieval Western art, making this book particularly valuable for all historians and critics of architecture. The scroll, with its 114 individual geometric patterns for wall surfaces and vaulting, is reproduced entirely in color in this elegant, large-format volume. An extensive catalogue includes illustrations showing the underlying geometries (in the form of incised "dead" drawings) from which the individual patterns are generated. An essay by Mohammad al-Asad discusses the geometry of the muqarnas and demonstrates by means of CAD drawings how one of the scroll's patterns could be used to design a three-dimensional vault.

Hey, Whipple, Squeeze This - Luke Sullivan 2003

A new, revised edition of the classic bestseller In this second edition of the irreverent, celebrated book, master copywriter Luke Sullivan looks at the history of advertising, from the good, to the bad, to the ugly. Updated to include the latest campaigns, this edition also features two extended final chapters, with in-depth prescriptions for building a career in advertising and a real-world look at the day-to-day operations of today's ad agencies. Among the most disparaged campaigns in advertising history, the Mr. Whipple ads for Charmin toilet paper were also wildly successful. Sullivan explores the Whipple phenomenon, examining why bad ads

sometimes work, why great ads fail, and how advertisers can learn to balance creative work with the mandate to sell products. Luke Sullivan (Atlanta, GA) is the Chief Creative Officer at West Wayne, an Atlanta-based agency, and an award-winning copywriter with over twenty years of experience in the business at some of the elite agencies in America-Fallon McElligott and the Martin Agency.

Beyond Borders: Communication Modernity & History -

The Big Picture - Sean Carroll 2016-05-10
The instant New York Times bestseller about humanity's place in the universe—and how we understand it.

“Vivid...impressive....Splendidly informative.”—The New York Times
“Succeeds spectacularly.”—Science “A tour de force.”—Salon
Already internationally acclaimed for his elegant, lucid writing on the most challenging notions in modern physics, Sean Carroll is emerging as one of the greatest humanist thinkers of his generation as he brings his extraordinary intellect to bear not only on Higgs bosons and extra dimensions but now also on our deepest personal questions: Where are we? Who are we? Are our emotions, our beliefs, and our hopes and dreams ultimately meaningless out there in the void? Do human purpose and meaning fit into a scientific worldview? In short chapters filled with intriguing historical anecdotes, personal asides, and rigorous exposition, readers learn the difference between how the world works at the quantum level, the cosmic level, and the human level—and then how each connects to the other. Carroll's presentation of the principles that have guided the scientific revolution from Darwin and Einstein to the origins of life, consciousness, and the universe is dazzlingly unique. Carroll shows how an avalanche of discoveries in the past few hundred years has changed our world and what really matters to us. Our lives are dwarfed like never before by the immensity of space and time, but they are redeemed by our capacity to comprehend it and give it

meaning. The Big Picture is an unprecedented scientific worldview, a tour de force that will sit on shelves alongside the works of Stephen Hawking, Carl Sagan, Daniel Dennett, and E. O. Wilson for years to come.

The Ordnance Department - Harry C. Thomson 1960

Cutting Edge Radio - Jim Aitchison 2003

Pink Goldfish: Defy Ordinary, Exploit Imperfection and Captivate Your Customers - Stan Phelps 2018-01-15

Companies need to stand out in a crowded marketplace, but true differentiation is increasingly rare. Based on over 200 case studies, Pink Goldfish provides an unconventional seven-part framework for achieving competitive separation by embracing flaws, instead of fixing them. Praise for Pink Goldfish: "Don't hide the weird and the wacky parts of your organization. Use them to stand out from the crowd. Forget about strengths (or set them to the side for a minute). Leverage your weaknesses into the unique qualities that set you apart. These are the core messages of this smart book... Think about it. All the other goldfish are, well, gold. Imagine how you might thrive as the only pink goldfish in the pond." - Daniel Pink, author of WHEN and DRIVE "Packed with incredible examples, this book will have you spotting Pink Goldfish everywhere, and inspire you to breed your own, ASAP!" -Jay Baer founder of Convince & Convert and author of Hug Your Haters "Pink Goldfish offers a smart, powerful, and vibrant framework for any company that wants to stand out. Filled with fascinating case studies, this book shows how businesses can turn perceived flaws into strengths and connect authentically with their customers." - Dorie Clark, author of Reinventing You and Stand Out, and adjunct professor, Duke University Fuqua School of Business
Slow Violence and the Environmentalism of the Poor - Rob Nixon 2011-06-01
“Slow violence” from climate change, toxic drift, deforestation, oil spills, and the

environmental aftermath of war takes place gradually and often invisibly. Rob Nixon focuses on the inattention we have paid to the lethality of many environmental crises, in contrast with the sensational, spectacle-driven messaging that impels public activism today.

Empress Dowager Cixi - Jung Chang
2013-10-29

A New York Times Notable Book Empress Dowager Cixi (1835–1908) is the most important woman in Chinese history. She ruled China for decades and brought a medieval empire into the modern age. At the age of sixteen, in a nationwide selection for royal consorts, Cixi was chosen as one of the emperor's numerous concubines. When he died in 1861, their five-year-old son succeeded to the throne. Cixi at once launched a palace coup against the regents appointed by her husband and made herself the real ruler of China—behind the throne, literally, with a silk screen separating her from her officials who were all male. In this groundbreaking biography, Jung Chang vividly describes how Cixi fought against monumental obstacles to change China. Under her the ancient country attained virtually all the attributes of a modern state: industries, railways, electricity, the telegraph and an army and navy with up-to-date weaponry. It was she who abolished gruesome punishments like “death by a thousand cuts” and put an end to foot-

binding. She inaugurated women's liberation and embarked on the path to introduce parliamentary elections to China. Chang comprehensively overturns the conventional view of Cixi as a diehard conservative and cruel despot. Cixi reigned during extraordinary times and had to deal with a host of major national crises: the Taiping and Boxer rebellions, wars with France and Japan—and an invasion by eight allied powers including Britain, Germany, Russia and the United States. Jung Chang not only records the Empress Dowager's conduct of domestic and foreign affairs, but also takes the reader into the depths of her splendid Summer Palace and the harem of Beijing's Forbidden City, where she lived surrounded by eunuchs—one of whom she fell in love, with tragic consequences. The world Chang describes here, in fascinating detail, seems almost unbelievable in its extraordinary mixture of the very old and the very new. Based on newly available, mostly Chinese, historical documents such as court records, official and private correspondence, diaries and eyewitness accounts, this biography will revolutionize historical thinking about a crucial period in China's—and the world's—history. Packed with drama, fast paced and gripping, it is both a panoramic depiction of the birth of modern China and an intimate portrait of a woman: as the concubine to a monarch, as the absolute ruler of a third of the world's population, and as a unique stateswoman.