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41636J - PONCE HOLLAND

There is increasing public and academic interest in local and sustainable foods and food tourism. These interests have been reflected in such diverse elements as the growth of farmers markets, green restaurants, food miles, carbon and sustainability labelling, concerns over food supply and security, Slow Food, Fair Trade, and a desire to buy and 'eat locally'. Food related hospitality and tourism is integral to this process because of the way in which it simultaneously acts to globalise and localise food consumption and create new foodways and commodity chains. This book therefore aims to provide an integrated understanding of the contemporary interest in food and food tourism through the use of an international collection of illustrative case study chapters as well as the provision of a novel integrative framework for the book, a sustainable culinary system. This is the first volume to examine the concept of sustainable culinary systems, particularly with specific reference to tourism and hospitality. Divided into two parts, firstly the notion of the local is explored, reflecting the increased interest in the championing of local food production and consumption. Secondly treatment of sustainability in food and food tourism and hospitality in settings that reach beyond the local in a business and socio-economic sense is reviewed. The book therefore, reflects much of the contemporary public interest in the conscious or ethical consumption and production food, as well as revealing the inherent tensions between local and broader goals in both defining and achieving sustainable culinary systems and the environmental, social and economic implications of food production and consumption. This book provides the reader with an integrated approach to understanding the subject of how culinary systems may be made more sustainable and will be valuable reading to all those interested in sustainable food and food tourism.

Focuses on stakeholder theory applied to event management and goes beyond traditional approaches by treating event management as an applied field. It looks at issues such as stakeholder relationships and the management functions of planning, organizing, staffing, directing and controlling in the events sector.

Event Studies is the only book devoted to developing knowledge and theory about planned events. It focuses on event planning and management, outcomes, the experience of events and the meanings attached to them, the dynamic processes shaping events and why people attend them. This title draws from a large number of foundation disciplines and closely related professional fields, to foster interdisciplinary theory focused on planned events. It brings together important discourses on events including event management, event tourism, and the study of events within various disciplines that are able to shed light on the roles, importance and impacts of events in society and culture. New to this edition: New sections on social and intangible influences, consumer psychology and legal environment, planning and policy framework to reflect recent developments in the field Extended coverage of philosophy and research methods and how they can best be used in event studies; social media as a marketing tool; and the class and cultural influences of events New and additional case studies throughout the book from a wide range of international events Companion website to include PowerPoint slides and updated Instructor's Manual including suggested lecture outlines and sequence, quizzes per chapter and essay questions.

Corporate liberation is not a strategy. It is a business philosophy that leaders around the world are using to radically transform their organizations. Liberating leaders believe that a workplace based on respect and freedom is a more natural environment than one based on mistrust and control. So they acted to align their organizations with these beliefs: They liberated people's initiative and potential and with it, unshackled their companies' performance. A lot has happened since Freedom, Inc. first appeared in 2009. The book itself has been translated to six other languages. In France, it won the best business book award and was the No.1 business/management bestseller on Amazon.fr seven months in a row. More importantly, it has inspired hundreds of leaders to launch their own corporate liberation. The French daily Le Monde has heralded the start of a corporate liberation movement in France. Since then, the phenomenon has made the cover of leading periodicals, been shown on the evening news of major European TV chains, and been the subject of a 90-minute TV documentary that broke all the records for popularity. Most liberated companies have been small and medium size-though some have grown tremendously since. Yet increasingly, multinationals such as Michelin or Decathlon-operating in Europe, America and Asia-are joining the corporate liberation movement that pioneers such as W.L. Gore and USAA began. Corporate liberation has no frontiers, geographical or industrial. Vineet Nayar has liberated an Indian high-tech giant and David Marquet, a U.S. nuclear submarine. Leaders of organizations of all sizes and types are shedding their hierarchies and bureaucracies and transforming them into respect- and freedom-based workplaces. Every morning their employees go to work, but many prefer to say they go to have fun-pursuing a common dream using their own initiative.

The aim of current research monograph is to provide a deeper view of the complex relationship between the air transport and tourism industries. The adopted point of view - a destination perspective - enables one to go into a more detailed exploration of the topic and to consider issues that usually remain invisible at the strategic managers' level. The elaborated destination analysis framework and the identification of common points between aviation and tourism set the groundwork for further examination of the air transport-tourism nexus. Therefore, the book would be useful both for students and researchers in the field of tourism, hospitality and destination management, and for practitioners and destination management representatives who may find interesting insights and ideas for improvement. The monograph would be suitable also for managers and representatives from the air transport industry by providing them with the other point of view - that of the local tourist destination - to consider in their strategic growth and negotiation process.

Measurement and Instrumentation: Theory and Application, Second Edition, introduces undergraduate engineering students to measurement principles and the range of sensors and instruments used for measuring physical variables. This updated edition provides new coverage of the latest developments in measurement technologies, including smart sensors, intelligent instruments, microsensors, digital recorders, displays, and interfaces, also featuring chapters on data acquisition and signal processing with LabVIEW from Dr. Reza Langari. Written clearly and comprehensively, this text provides students and recently graduated engineers with the knowledge and tools to design and build measurement systems for virtually any engineering application. Provides early coverage of measurement system design to facilitate a better framework for understanding the importance of studying measurement and instrumentation Covers the latest developments in measurement technologies, in-

cluding smart sensors, intelligent instruments, microsensors, digital recorders, displays, and interfaces Includes significant material on data acquisition and signal processing with LabVIEW Extensive coverage of measurement uncertainty aids students' ability to determine the accuracy of instruments and measurement systems

Biological Control: Global Impacts, Challenges and Future Directions of Pest Management provides a historical summary of organisms and main strategies used in biological control, as well as the key challenges confronting biological control in the 21st century. Biological control has been implemented for millennia, initially practised by growers moving beneficial species from one local area to another. Today, biological control has evolved into a formal science that provides ecosystem services to protect the environment and the resources used by humanity. With contributions from dedicated scientists and practitioners from around the world, this comprehensive book highlights important successes, failures and challenges in biological control efforts. It advocates that biological control must be viewed as a global endeavour and provides suggestions to move practices forward in a changing world. Biological Control is an invaluable resource for conservation specialists, pest management practitioners and those who research invasive species, as well as students studying pest management science.

The perfect resource for any setting where infusion therapy skills are required! Its popular, self-paced approach makes it ideal for classroom and clinical settings as it progresses from the basics to advanced techniques while incorporating theory into clinical application.

New Zealand's wine came to the world's attention in the late 1980's with its production of some of the best quality sauvignon blancs. Since then the industry has grown significantly and has increasingly gained an international reputation as a producer of quality, boutique wines. This volume provides an innovative, multi-disciplinary and critical review of wine production and consumption focusing specifically on the fascinating wine industry of New Zealand. It considers the history, production, aesthetics, consumption and role of place (identity) from multi-disciplinary perspectives to offer insight into the impacts of wine production and consumption. By linking the study of wine to broadly constructed social, cultural, historical and transnational processes the book contributes to contemporary debates on the "life of commodities", "social class" and "place and people". Throughout comparisons are made to other internationally recognized wine regions such as Bordeaux and Burgundy. This title furthers the understanding of the social/cultural context of wine production and consumption in this region and will be valuable reading to students, researchers and academics interested in gastronomy, wine studies, tourism and hospitality.

For more than forty years, animal health professionals have turned to the Merck Veterinary Manual for integrated, concise and reliable veterinary information. Now this manual covering the diagnosis, treatment, and prevention of diseases of companion, food and zoo animals is available on an easy-to-use, fully searchable CD-ROM. The CD includes the full text of The Merck Veterinary Manual 8/e and has been enhanced with picture links featuring original anatomical artwork and numerous clinical and diagnostic illustrations, table links and quick search links that provide quick access to cross referenced text.

Recent large-scale corporate collapses, such as Lehman Brothers, Enron, Worldcom, and Parmalat, highlight the implosion of traditional models of fraud prevention. By focusing on risk factors at the micro level, they have failed to take into account the broader context in which external auditors operate as well as the crucial importance of such factors as corruption, organizational culture, corporate social responsibility, ethical values, governance, ineffective regulation, and a lack of transparency. Corporate Fraud and Corruption engages readers by showing how evidence-based, multi-level micro and macro analysis of fraud risk and protective factors inform effective fraud prevention, in turn minimizing financial catastrophes. Krambia-Kapardis focuses on her own empirical research into the aetiology of fraud to showcase a holistic approach to fraud prevention. This book also features major case studies from the United States, the United Kingdom, and Australia.

In this much anticipated first edition, the authors present the basic canons of first-year calculus, but motivated through real biological problems. The two main goals of the text are to provide students with a thorough grounding in calculus concepts and applications, analytical techniques, and numerical methods and to have students understand how, when, and why calculus can be used to model biological phenomena. Both students and instructors will find the book to be a gateway to the exciting interface of mathematics and biology.

The Measure of a Woman helps women discover their strengths and learn from their weaknesses so that they can truly live in accordance with God's Word. The world tells us one thing about beauty, but God's Word relates that beauty is something much deeper. When women learn how to be beautiful from the inside out, they gain respect and serve as examples to other women. Gene and Elaine Getz share these time-tested and proven guidelines that have led countless women to become living proof of God's love and grace. Here is a chance for even more women to discover the secret to biblical femininity.

Entering developing markets, companies are challenged by various cultures and widespread corruption. This book is a cross-cultural survey that explores the crime preventive effects of corporate cultures and compliance management systems (CMS) in China, India, Russia and Germany. Almost 2,000 managers anonymously reported about the compliance programs in place and cultures in their companies as well as on their experience with corruption at work and in everyday life. Despite differences across countries, results suggest that the elements of an integrity-promoting corporate culture are similarly important in their corruption preventive effects. The second major result is that a CMS can develop its effectiveness only when combined with an appropriately practiced integrity-promoting company culture. Third, companies can counteract the negative external influences of a corruption-prone national culture. Moreover, spill-over effects of an integrity-promoting company culture can make an important contribution to national cultural change. For this reason, an integrity-promoting corporate culture is a contribution to corporate social responsibility.

Interest in microarrays has increased considerably in the last ten years. This increase in the use of microarray technology has led to the need for good standards of microarray experimental notation, data representation, and the introduction of standard experimental controls, as well as standard data normalization and analysis techniques. Statistics for Microarrays: Design, Analysis and Inference is the first book that presents a coherent and systematic overview of statistical methods in all stages in the process of analysing microarray data - from getting good data to obtaining meaningful re-

sults. Provides an overview of statistics for microarrays, including experimental design, data preparation, image analysis, normalization, quality control, and statistical inference. Features many examples throughout using real data from microarray experiments. Computational techniques are integrated into the text. Takes a very practical approach, suitable for statistically-minded biologists. Supported by a Website featuring colour images, software, and data sets. Primarily aimed at statistically-minded biologists, bioinformaticians, biostatisticians, and computer scientists working with microarray data, the book is also suitable for postgraduate students of bioinformatics.

By his early thirties, Paul Allen was a world-famous billionaire—and that was just the beginning. In 2007 and 2008, Time named Paul Allen, the cofounder of Microsoft, one of the hundred most influential people in the world. Since he made his fortune, his impact has been felt in science, technology, business, medicine, sports, music, and philanthropy. His passion, curiosity, and intellectual rigor—combined with the resources to launch and support new initiatives—have literally changed the world. In 2009 Allen discovered that he had lymphoma, lending urgency to his desire to share his story for the first time. In this classic memoir, Allen explains how he has solved problems, what he's learned from his many endeavors—both the triumphs and the failures—and his compelling vision for the future. He reflects candidly on an extraordinary life. The book also features previously untold stories about everything from the true origins of Microsoft to Allen's role in the dawn of private space travel (with SpaceShipOne) and in discoveries at the frontiers of brain science. With honesty, humor, and insight, Allen tells the story of a life of ideas made real.

This book offers a new framework for providing psychological services in schools at the individual, group, and systemic levels. It examines a variety of disorders common to school children, including anxiety, depression, ADHD, and conduct disorder, and outlines treatment options from evidence-based cognitive and cognitive-behavioral methods. The accessible real-world guidelines enable readers to design, implement, and evaluate interventions relevant to diverse student needs. Ethical, competency, and training concerns facing school practitioners in the new therapeutic environment are reviewed as well. Featured areas of coverage include: Behavioral assessment in school settings. PTSD and secondary trauma in children and adolescents. Transdiagnostic behavioral therapy for anxiety and depression in school. CBT for children with autism spectrum and other developmental disorders. Implementation, technological, and professional issues. The Practitioner's Toolkit: evidence-based cognitive and behavioral interventions. Cognitive and Behavioral Interventions in the Schools is an essential resource for professionals and scientist-practitioners in child and school psychology, social work, behavioral therapy, psychotherapy and counseling, and educational psychology.

The essential guide to beginning your career in architecture The Architecture Student's Handbook of Professional Practice opens the door to the vast body of knowledge required to effectively manage architectural projects and practice. A professional architect is responsible for much more than design; this book is specifically designed to help prepare you for the business and administrative challenges of working in the real-world—whether you are a student or are just starting out in practice. It provides clear insight into the legal, financial, marketing, management, and administrative tasks and issues that are integral to keeping a firm running. This new edition has been restructured to be a companion textbook for students undertaking architectural practice classes, while also fulfilling the specific knowledge needs of interns and emerging professionals. It supplements information from the professional handbook with new content aimed at those setting out in the architectural profession and starting to navigate their careers. New topics covered in this new edition include: path to licensure, firm identity, professional development, strategic planning, and integrated project delivery. Whether you want to work at a top firm, strike out on your own, or start the next up-and-coming team, the business of architecture is a critical factor in your success. This book brings the fundamentals together to give you a one-stop resource for learning the reality of architectural practice. Learn the architect's legal and ethical responsibilities Understand the processes of starting and running your own firm Develop, manage, and deliver projects on time and on budget Become familiar with standard industry agreements and contracts Few architects were drawn to the profession by dreams of writing agreements and negotiating contracts, but those who excel at these everyday essential tasks impact their practice in innumerable ways. The Architecture Student's Handbook of Professional Practice provides access to the "nuts and bolts" that keep a firm alive, stable, and financially sound.

Unsurpassed in its coverage, usability, and authority since its first publication in 1969, the three-volume Instrument Engineers' Handbook continues to be the premier reference for instrument engineers around the world. It helps users select and implement hundreds of measurement and control instruments and analytical devices and design the most cost-effective process control systems that optimize production and maximize safety. Now entering its fourth edition, Volume 1: Process Measurement and Analysis is fully updated with increased emphasis on installation and maintenance consideration. Its coverage is now fully globalized with product descriptions from manufacturers around the world. Béla G. Lipták speaks on Post-Oil Energy Technology on the AT&T Tech Channel.

Advances in Parasitology, Volume 118, the latest release in this ongoing series, includes medical studies of parasites of major influence, along with reviews of more traditional areas, such as zoology, taxonomy and life history. New chapters in this release cover topics such as Parasitic and infectious diseases of African wildlife: The Big Five and Improving Translational Power for Antischistosomal Drug Discovery. Informs and updates on all the latest developments in the field of parasitology Includes medical studies of parasites of major influence Features reviews of more traditional areas, such as zoology, taxonomy and life history which help shape current thinking and applications

Strong leadership in the church is exactly what God had in mind. However, very few people, Gene Getz believes, understand the biblical pattern for church leadership. He has written Elders and Leaders to unravel the mystery and alleviate the confusion surrounding this critical topic. In the first part of the book, Getz lays the historical and biblical groundwork for the position of elder. In the second part, he shares how he has applied or has seen these principles applied over the years.

Exploring the concepts involved in planning events, this study is designed to develop an understanding of the key issues which include: management, logistics, staging, marketing, promotion and post-event evaluation.

This handbook addresses a growing list of challenges faced by regions and cities in the Pacific Rim, drawing connections around the what, why, and how questions that are fundamental to sustainable development policies and planning practices. These include the connection between cities and surrounding landscapes, across different boundaries and scales; the persistence of environmental and development inequities; and the growing impacts of global climate change, including how physical conditions and social implications are being anticipated and addressed. Building upon localized knowledge and contextualized experiences, this edited collection brings attention to place-based approaches across the Pacific Rim and makes an important contribution to the scholarly and practical understanding of sustainable urban development models that have mostly emerged out of the Western experiences. Nine sections, each grounded in research, dialogue, and collaboration with practical examples and analysis, focus on a theme or dimension that carries critical impacts on a holistic vision of city-landscape development, such as resilient communities, ecosystem services and biodiversity, energy, water, health, and planning and engagement. This international edited collection will

appeal to academics and students engaged in research involving landscape architecture, architecture, planning, public policy, law, urban studies, geography, environmental science, and area studies. It also informs policy makers, professionals, and advocates of actionable knowledge and adoptable ideas by connecting those issues with the Sustainable Development Goals (SDGs) of the United Nations. The collection of writings presented in this book speaks to multiyear collaboration of scholars through the APRU Sustainable Cities and Landscapes (SCL) Program and its global network, facilitated by SCL Annual Conferences and involving more than 100 contributors from more than 30 institutions. The Open Access version of chapters 1, 2, 4, 11, 17, 23, 30, 37, 42, 49, and 56 of this book, available at <http://www.taylorfrancis.com/books/e/9781003033530>, have been made available under a Creative Commons Attribution-Non Commercial-No Derivatives 4.0 license.

The last two decades have been a turbulent period for American higher education, with profound demographic shifts, gyrating salaries, and marked changes in the economy. While enrollments rose about 50% in that period, sharp increases in tuition and fees at colleges and universities provoke accusations of inefficiency, even outright institutional greed and irresponsibility. As the 1990s progress, surpluses in the academic labor supply may give way to shortages in many fields, but will there be enough new Ph.D.'s to go around? Drawing on the authors' experience as economists and educators, this book offers an accessible analysis of three crucial economic issues: the growth and composition of undergraduate enrollments, the supply of faculty in the academic labor market, and the cost of operating colleges and universities. The study provides valuable insights for administrators and scholars of education.

(Jazz Transcriptions). 54 Getz songs transcribed exactly from his recorded solos, with solo analysis sections and a complete discography. Includes: All the Things You Are * Autumn Leaves * Billie's Bounce (Bill's Bounce) * Blue Skies * Come Rain or Come Shine * Con Alma * Desafinado * Funkallero * Garota De Ipanema * I Remember You * Night and Day * A Night in Tunisia * One Note Samba (Samba De Uma Nota So) * Pennies from Heaven * Quiet Nights of Quiet Stars (Corcovado) * Stella by Starlight * The Way You Look Tonight * Where or When * Yardbird Suite * and more.

More Than a Million Copies Have Been Sold of this Powerful Book for Men, Now Revised for a New Generation For forty years, The Measure of a Man has taught hundreds of thousands of men around the world how to live according to God's direction—faithfully, lovingly, and spiritually. Now revised this classic guide to biblical masculinity is poised to impact a new generation of men. True masculinity is not measured by the strength of a man, but by these twenty biblical guidelines drawn from the Apostle Paul's letters to his young protégés Timothy and Titus. Inspiring, encouraging, and practical, this book shows men how they can reach God's standards as fathers, husbands, and mentors to other men. This updated edition includes QR codes that take the reader to online video resources for further study.

This deft and thorough update ensures that The Wildlife Techniques Manual will remain an indispensable resource, one that professionals and students in wildlife biology, conservation, and management simply cannot do without.

Events Management second edition provides an introduction to the principles and practices associated with planning, managing and staging events. The book: * Introduces the key concepts of event planning and management * Discusses the key components for staging an event, and covers the whole process from creation to evaluation * Examines the events industry within its broader business context * Provides an effective guide for producers of events * Contains learning objectives and review questions to consolidate learning Now in its second edition, this successful text has been fully revised and updated to include new case studies and chapters on event tourism, project management of events, strategic marketing, and issues and trends. It is full of real-life case studies which illustrate key concepts and place theory in a practical context. Examples include the Edinburgh International Festival, Glastonbury Festival, Vodafone Ball, MTV Awards, Notting Hill Carnival, T in the Park and the Daily Mail Ideal Home Show. Events Management is the must-have introductory text providing a complete A-Z of the principles and practices associated with planning, managing and staging events. Events Management is supported by a website (<http://em.worldofevents.net>) which includes updates, downloadable figures from the book and an online 'history of events', together with links to websites and other resources for both students and lecturers.

Impact assessment can be highly technical and complex, requiring a broad knowledge base and diverse skills, but like evaluation, it is a process fraught with philosophical, technical and political perils. Why is it done, by whom, and how, must be carefully planned. Impacts cannot always be 'proven', so the nature of evidence becomes critical. Accordingly, a strong theoretical base is needed by all IA practitioners. Whilst economic impacts have received a great deal of attention, with sufficient material available to guide all applications, for social, cultural and environmental IA the theory and practice has lagged. In the context of Triple Bottom Line, social responsibility and sustainability approaches most of the available literature is on normative goals (such as going green, meeting sustainability standards), the nature of positive and negative impacts (a descriptive approach or based on public input), or theory about how impacts occur; very little theory development or praxis has been directed at impact assessment for these applied fields. In response to this lack of information, Event Impact Assessment is the first text to: * Develop professionalism for IA and evaluation in these applied management fields.* Position impact assessment within sustainability and responsibility paradigms.* Recommend goals, methods and measures for planning, evaluation and impact assessment pertaining to events and tourism.* Encourage the adoption of standard methods and key performance indicators in evaluation and impact assessment in order to facilitate valid comparisons, benchmarking, reliable forecasts, transparency and accountability.* Provide concepts and models that can be adapted to diverse situations.* Connect readers to the research literature through use of Research Notes and provision of additional readings. This text also works well as a companion text to Event Evaluation: Theory and methods for event management and tourism. The Events Management Theory and Methods Series examines the extent to which mainstream theory is being employed to develop event-specific theory, and to influence the very core practices of event management and event tourism. Each compact volume contains overviews of mainstream management theories and methods, examples from the events literature, case studies, and guidance on all aspects of planned-event management. They introduce the theory, show how it is being used in the events sector through a literature review, incorporate examples and case studies written by researchers and/or practitioners, and contain methods that can be used effectively in the real world. Series editor: Donald Getz. With online resource material, this mix-and-match collection is ideal for lecturers who need theoretical foundations and case studies for their classes, by students in need of reference works, by professionals wanting increased understanding alongside practical methods, and by agencies or associations that want their members and stakeholders to have access to a library of valuable resources.

Will robots take over as hotel staff? How has the rise of social media impacted upon tourism marketing? Will trust in travel be regained following the pandemic? For answers to these and many other contemporary tourism questions, look no further than this fourth edition of Essentials of Tourism. Maintaining its concise, lively and accessible style for students, key updates to this edition include: New content related to the impact of Covid-19 on tourism, changing government policy, VR tourism and the metaverse, climate change, sustainable tourism and the Sustainable Development Goals (S-

DGs) A range of new case studies and examples showing how tourism theory can be applied in varied and international contexts A focus on both technology and skills and employability for the tourism sector in every chapter A recommended 'classic paper' per chapter marking key milestones in tourism thinking Essentials of Tourism is essential reading for all tourism students looking for the very latest coverage of the field and industry. Chris Cooper is Professor in the School of Events, Tourism and Hospitality Management at Leeds Beckett University, UK. He was awarded the UNWTO Ulysses Medal for his contribution to tourism education and policy.

Based on the popular Artech House classic, Digital Communication Systems Engineering with Software-Defined Radio, this book provides a practical approach to quickly learning the software-defined radio (SDR) concepts needed for work in the field. This up-to-date volume guides readers on how to quickly prototype wireless designs using SDR for real-world testing and experimentation. This book explores advanced wireless communication techniques such as OFDM, LTE, WLA, and hardware targeting. Readers will gain an understanding of the core concepts behind wireless hardware, such as the radio frequency front-end, analog-to-digital and digital-to-analog converters, as well as various processing technologies. Moreover, this volume includes chapters on timing estimation, matched filtering, frame synchronization message decoding, and source coding. The orthogonal frequency division multiplexing is explained and details about HDL code generation and deployment are provided. The book concludes with coverage of the WLAN toolbox with OFDM beacon reception and the LTE toolbox with downlink reception. Multiple case studies are provided throughout the book. Both MATLAB and Simulink source code are included to assist readers with their projects in the field.

This introduction to Event Sponsorship provides students with an essential understanding of the important role of sponsorship in an event, how this can be gained and successfully managed to the benefit of both the sponsor and sponsee. The text starts with an investigation of the origins of sponsorship and then considers all important elements of Events sponsorship management. It considers what sponsorship is, its history and evolution, what its marketing uses are, how it can be used efficiently; the benefits it can bring to an event; and how its results can be measured. It also considers other funding sources for events including government grants, crowd source funding and merchandising. To reflect changes in the way firms communicate with their customers, there is a strong focus on the use of social media, e - marketing and technology in sponsorship. The text uniquely considers topics of sponsorship from perspective of both the sponsor and the sponsee (the event) to provide a holistic view of the sponsorship process. Case Studies are integrated throughout to show how both small and large scale events have successfully gained and used sponsorship as well as potential pitfalls to avoid. Learning outcomes, discussion questions and further reading suggestions are included to aid navigation throughout the book, spur critical thinking and further students' knowledge. This is essential reading for all students studying Events Management.

Why do farm workers become more vulnerable as countries get richer? As countries get richer, the share of workers employed in agriculture falls. In richer countries, hired farm workers do ever more of the work on the fewer and larger farms that produce most farm commodities. These hired workers are among the most vulnerable. They include local workers who lack the skills and contacts needed to get nonfarm jobs that usually offer higher wages and more opportunities as well as legal and unauthorized migrants from poorer countries who may not know or exercise their labor-related rights. Government enforcement of labor laws depends on complaints, and vulnerable workers rarely complain. The Prosperity Paradox explains why farm worker problems often worsen as the agricultural sector shrinks, and lays out options to help vulnerable workers. Analysis of farm labor markets in the US, Mexico, and other countries shows that unions and fair trade efforts to protect farm workers cover a very small share of all workers and are unlikely to expand quickly. Most labor-intensive fruits and vegetables are eaten fresh. Unsafe food that sickened consumers led to voluntary industry and later government-mandated food safety programs to ensure that food is safe when it leaves the farm, with protocols enforced by both government inspectors and buyers who refused to buy from non-compliant farms. This food safety model offers the most promise to launch a new era in protective labor policies.

Mega-events represent an important moment in the life of a city, providing a useful lens through which we may analyse their cultural, social, political and economic development. In the wake of the International Olympic Committee's (IOC's) concerns about 'gigantism' and wider public concerns about rising costs, it was imperative in the C21st to demonstrate the long term benefits that arose for the city and nations from hosting premier sporting events. 'London 2012' was the first to integrate the concept of legacy from the moment a bid to host the Olympic and Paralympic Games was being considered. London proposed an ambitious programme of urban renewal for East London. Subsequent host city bids have adopted the 'legacy narrative' and, as this book demonstrates, aligned this to major schemes of urban development and renewal. Bringing together scholars, practitioners and policy makers, this book focuses upon the legacies sought by cities that host major sports events. It analyses how governments, the IOC and others define and measure 'legacy'. It also focuses upon the challenges and opportunities facing future host cities of mega-events, looking at their aspirations and the intended impact upon their domestic and international development. It questions what the global shift in geographical location of mega-events means for sports development and the business of sport, what the attractions are for cities seeking to harness the hosting of a mega-event, and whether there may be longer term consequences for the bidding and hosting major sporting events in the wake of the widespread social unrest that accompanied the preparations in Brazil for hosting the FIFA World Cup (2014) and the summer Olympics (2016) and in Turkey, where there was significant opposition to bid for the 2020 summer Olympiad.