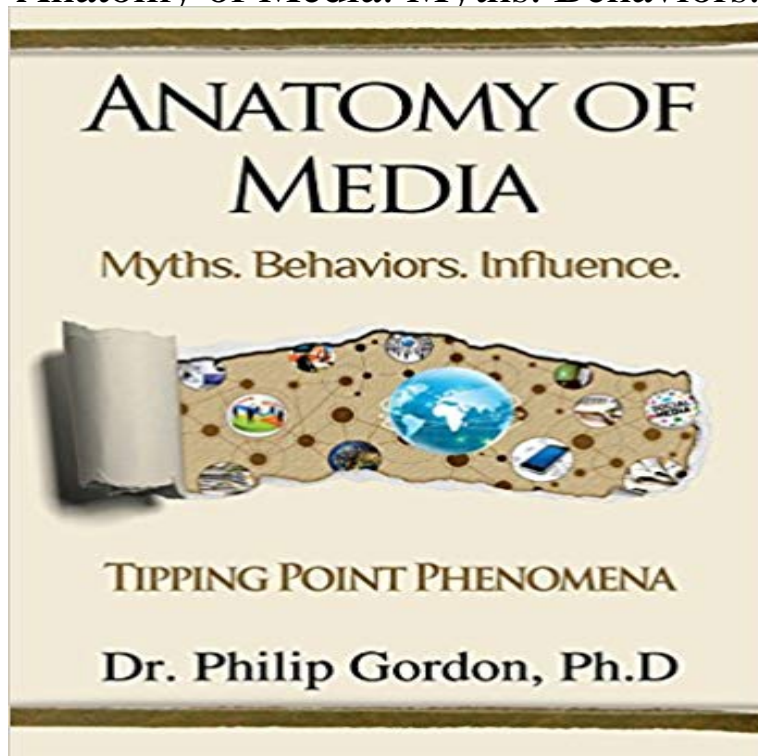


Anatomy of Media: Myths. Behaviors. Influence.



ANATOMY of MEDIA Myths. Behaviors. Influence. TIPPING POINT PHENOMENA This just released, ground-breaking book by Dr. Philip Gordon, Ph.D details three recent media case studies which were selected on the basis of common Tipping Point Attributes. Each case study involved contagiousness and stickiness during their development, and each arrived at a dramatic moment in time, which can only be characterized by the phenomenon of Tipping Points. ANATOMY of MEDIA provides a research and academic perspective for analyzing and predicting media myths, behaviors and influences relative to global events. Fact-filled and up-to-date commentary, informative and innovative, and valuable reading for scholars, researchers and media watchers who want a candid and unique framework for understanding and interpreting the media revolution that is going on right now! The first case study: Myths: The 2008 Presidential Campaign of Barack Obama was chosen to examine a narrower scope and time frame for the application of the tipping point analysis. In contrast to the second case study: Behaviors: The International Financial Crisis of 2007-2010 which involves a broader study period to identify trends and more complex tipping point issues. The third study: Influences: The issue of Climate Change is included as consideration because the research and analysis revealed critical relationships between media impact and global events. The clock is ticking... As the issue of Climate Change is still evolving, Dr. Gordon provides a methodology and parameters for analyzing and predicting our planets most pressing Media Tipping Points.

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