

# Chris Gotz

*Ancient Ocean Crossings* - Stephen C. Jett 2017-06-06

Paints a compelling picture of impressive pre-Columbian cultures and Old World civilizations that, contrary to many prevailing notions, were not isolated from one another. In *Ancient Ocean Crossings: Reconsidering the Case for Contacts with the Pre-Columbian Americas*, Stephen Jett encourages readers to reevaluate the common belief that there was no significant interchange between the chiefdoms and civilizations of Eurasia and Africa and peoples who occupied the alleged terra incognita beyond the great oceans. More than a hundred centuries separate the time that Ice Age hunters are conventionally thought to have crossed a land bridge from Asia into North America and the arrival of Columbus in the Bahamas in 1492. Traditional belief has long held that earth's two hemispheres were essentially cut off from one another as a result of the post-Pleistocene meltwater-fed rising oceans that covered that bridge. The oceans, along with arctic climates and daunting terrestrial distances, formed impermeable barriers to interhemispheric communication. This viewpoint implies that the cultures of the Old World and those of the Americas developed independently. Drawing on abundant and concrete evidence to support his theory for significant pre-Columbian contacts, Jett suggests that many ancient peoples had both the seafaring capabilities and the motives to cross the oceans and, in fact, did so repeatedly and with great impact. His deep and broad work synthesizes information and ideas from archaeology, geography, linguistics, climatology, oceanography, ethnobotany, genetics, medicine, and the history of navigation and seafaring, making an innovative and persuasive multidisciplinary case for a new understanding of human societies and their diffuse but interconnected development.

**One Show Interactive, Volume XIV** - The One Club 2012-02

One Show Interactive, Volume XIV showcases the best of this past year's winners from around the world.

*One Show Design, Volume 7* - Patty K. Wongpakdee 2014

*One Show Design, Volume 7* features all of the winners from the 2013 One Show Design competition. With categories including brand and corporate identity, package, environmental and broadcast design from iconic brands, this new annual features the best in design from all over the world. The work highlighted in these pages reflects the merging of advertising and marketing communications with design and the impact that design plays in our everyday culture. With full-color images, this book also includes lively text from the creatives explaining the inspiration behind each piece./div

**Mobility in the Gauteng City-Region** - Chris Wray 2014

*One Show, Volume 35* - 2014-03

This year's edition of *The One Show* features the very best work from around the world from the 2013 One Show and One Show Design contests.

**Integrated Marketing Communications with Online Study Tools 12 Months** - Bill Chitty 2017-11-16

Organisations continually use integrated marketing communications to achieve a competitive advantage and meet their marketing objectives. This 5th edition of *Integrated Marketing Communications* emphasises digital and interactive marketing, the most dynamic and crucial components to a successful IMC campaign today. Incorporating the most up-to-date theories and practice, this text clearly explains and demonstrates how to best select and co-ordinate all of a brand's marketing communications elements to effectively engage the target

market. Chapters adopt an integrative approach to examine marketing communications from both a consumer's and marketer's perspective. With a new chapter on digital and social marketing addressing the development of interactive media in IMC and new IMC profiles featuring Australian marketer's, along with a wide range of local and global examples including: Spotify, Pandora, Snapchat, Palace Cinemas, Woolworths, KFC, Old Spice, Telstra, Colgate and QANTAS, this text has never been so relevant for students studying IMC today. Unique to the text, is a series of new student and instructor IMC videos showing students how key objectives in IMC theory are applied by real businesses.

**One Show Interactive, Volume XVI** - Jorge Paricio 2015

DIVInteractive advertising and new media have come a long way from simple pop-up ads and banners. Among the winners in this year's 2013 One Show Interactive Awards, you'll find work that inspires, entertains, and continually pushes the boundary between the real and virtual realms. One Show Interactive, Volume XVI showcases the best of this past year's winners from around the world. With more than 1,200 four-color images in a lush package, One Show Interactive, Volume XVI is an important reference source for creatives, producers, and students alike. Categories covered include e-commerce, corporate image, direct marketing, self-promotion, and more./div

**Changing Space, Changing City** - Philip Harrison 2018

As the dynamo of South Africa's economy, Johannesburg commands a central position in the nation's imagination, and scholars throughout the world monitor the city as an exemplar of urbanity in the global South. This richly illustrated study offers detailed empirical analyses of changes in the city's physical space, as well as a host of chapters on the character of specific neighbourhoods and the social identities being forged within them. Informing all of these is a consideration of underlying economic, social and political processes shaping the wider Gauteng region. A mix of respected academics, practising urban planners and experienced

policymakers offer compelling overviews of the rapid and complex spatial developments that have taken place in Johannesburg since the end of apartheid, along with tantalising glimpses into life on the streets and behind the high walls of this diverse city. The book has three sections. Section A provides an overview of macro spatial trends and the policies that have influenced them. Section B explores the shaping of the city at district and suburban level, revealing the peculiarity of processes in different areas. This analysis elucidates the larger trends, while identifying shifts that are not easily detected at the macro level. Section C is an assembly of chapters and short vignettes that focus on the interweaving of place and identity at a micro level. With empirical data supported by new data sets including the 2011 Census, the city's Development Planning and Urban Management Department's information system, and Gauteng City-Region Observatory's substantial archive, the book is an essential reference for planning practitioners, urban geographers, sociologists, and social anthropologists, among others."

**The Physician and Sportsmedicine** - 1983

The One Show, Volume XXVIII -

Advertising's best print, design, radio, and television. The One Show Annual, Volume 28 features all the best print, television, radio, design, and integrated advertising from the 2006 One Show. Entertaining and inspiring, this is the must have book for creatives and art directors around the world.

**The Archaeology of Mesoamerican Animals** - Kitty F. Emery 2013-11-15

Recognition of the role of animals in ancient diet, economy, politics, and ritual is vital to understanding ancient cultures fully, while following the clues available from animal remains in reconstructing environments is vital to understanding the ancient relationship between humans and the world around them. In response to the growing interest in the field of zooarchaeology, this volume presents current research from across the many cultures and regions of Mesoamerica, dealing specifically with the

most current issues in zooarchaeological literature. Geographically, the essays collected here index the different aspects of animal use by the indigenous populations of the entire area between the northern borders of Mexico and the southern borders of lower Central America. This includes such diverse cultures as the north Mexican hunter-gatherers, the Olmec, Maya, Mixtec, Zapotec, and Central American Indians. The time frame of the volume extends from the earliest human occupation, the Preclassic, Classic, Postclassic, and Colonial manifestations, to recent times. The book's chapters, written by experts in the field of Mesoamerican zooarchaeology, provide important general background on the domestic and ritual use of animals in early and classic Mesoamerica and Central America, but deal also with special aspects of human-animal relationships such as early domestication and symbolism of animals, and important yet otherwise poorly represented aspects of taphonomy and zooarchaeological methodology. Spanish-language version also available (ISBN 978-1-937040-12-3).

**The Total Fishing Manual** - Joe Cermele 2013-07-05

Make your next fishing trip the best yet with this expert guide to everything the modern fisherman needs to know. When it comes to fishing, nobody knows more than the writers and editors at Field & Stream magazine—unless it's the local guides, prizewinners, and other experts they interviewed for this book. The Total Fishing Manual is chock full of 318 field-tested tools, techniques and tactics, collected and written by the Field & Stream editors and accompanied by amazing photos and handy illustrations. GEAR UP How to pick the best lures, baits, flies, and tackle for every situation and every style of water you plan to fish. Customize your rod and reel to suit your every need. Learn how to customize your gear, get the most out of your boat, and more. HIT THE WATER From small streams to major rivers, ponds to big lakes, and bays to the open ocean, hundreds of field-tested strategies will help you catch more fish with or without a boat. FIND THE FISH Professional fishing guides from across the country tell you how and where to find lunker bass, trophy walleyes, huge trout, and much more right in your home waters. SET THE HOOK Whether you're bobber fishing for bluegills with

the kids or heading out after the muskie of a lifetime, the techniques and tactics in this book will make your trip a success.

*Trayectoria del suplemento cultural El tlacuache.* - Elsa Guzmán Gómez 2019-12-12

El Tlacuache es una publicación de carácter cultural que estuvo relacionada con publicaciones periódicas. En esta ocasión se presenta la segunda compilación de este suplemento que contribuye con la comunicación científica y cultural del protagonista estelar, el estado de Morelos.

Blut - Les Martin 1997

*Art Directors Annual* - 2005

**The Value of Things** - Jennifer P. Mathews 2017-04-11

L'éditeur indique : "This book explores how the Mayans gave value to commodities through the lens of anthropology and archaeology."

**Changing Space, Changing City** - 2014

As the dynamo of South Africa's economy, Johannesburg commands a central position in the nation's imagination, and scholars throughout the world monitor the city as an exemplar of urbanity in the global South. This richly illustrated study offers detailed empirical analyses of changes in the city's physical space, as well as a host of chapters on the character of specific neighbourhoods and the social identities being forged within them. Informing all of these is a consideration of underlying economic, social and political processes shaping the wider Gauteng region. A mix of respected academics, practising urban planners and experienced policymakers offer compelling overviews of the rapid and complex spatial developments that have taken place in Johannesburg since the end of apartheid, along with tantalising glimpses into life on the streets and behind the high walls of this diverse city. The book has three sections. Section A provides an overview of macro spatial trends and the policies that have influenced them. Section B explores the shaping of the city at district and suburban level, revealing the peculiarity of processes in different areas. This analysis elucidates the larger trends, while

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100 Ways to Create a Great Ad - Tim Collins 2014-08-11

100 Ways to Create a Great Ad is an accessible introduction to creative advertising techniques. Featuring 100 spreads detailing concepts such as the "Reveal" and the "Mash-up", it presents the key methods of devising print, television, radio, direct, and online ideas. The process of creating an ad can be divided into three steps: planning; concept creation; crafting. This book provides a straightforward guide to concept creation, including methods that are applicable across media and offering wide-ranging examples from international campaigns. Aimed at agency creatives, planners, and account handlers, as well as graphic designers, marketing professionals, and students, 100 Ways to Create a Great Ad has wide-ranging appeal.

**Social Identities in the Classic Maya Northern Lowlands** - Traci Ardren 2015-04-15

Social Identities in the Classic Maya Northern Lowlands plumbs the archaeological record for what it can reveal about the creation of personal and communal identities in the Maya world. Using new primary data from her excavations at the sites of Yaxuna, Chunchucmil, and Xuenkal, and new analysis of data from Dzibilchaltun in Yucatan, Mexico, Traci Ardren presents a series of case studies in how social identities were created, shared, and manipulated among the lowland Maya. Ardren argues that the interacting factors of gender, age, familial and community memories, and the experience of living in an urban setting were some of the key aspects of Maya identities. She demonstrates that domestic and civic spaces were shaped by gender-specific behaviors to

communicate and reinforce gendered ideals. Ardren discusses how child burials disclose a sustained pattern of reverence for the potential of childhood and the power of certain children to mediate ancestral power. She shows how small shrines built a century after Yaxuna was largely abandoned indicate that its remaining residents used memory to reenvision their city during a time of cultural reinvention. And Ardren explains how Chunchucmil's physical layout of houses, plazas, and surrounding environment denotes that its occupants shared an urban identity centered in the movement of trade goods and economic exchange. Viewing this evidence through the lens of the social imaginary and other recent social theory, Ardren demonstrates that material culture and its circulations are an integral part of the discourse about social identity and group membership.

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