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Book Review Digest
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The Spiritual World of the Vikings and the
Germanic Tribes
Through the Eyes of the Vikings

International Books in Print
 Monty Python's Flying Circus
 Steven Moffat's Doctor Who 2014-2015: The
 Critical Fan's Guide to Peter Capaldi's Doctor
 (Unauthorized)
 The Disinformation Guide to Magick and the
 Occult
 The Ultimate Unauthorized Eragon Guide
 The Vikings
 A Fairy-Tale and Fantasy Past
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 The History, Economics and Culture of the
 Relationship Between Spectator and Sport
 A comprehensive introduction to the author of
 The Hobbit and The Lord of the Rings

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 Guide To
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 History
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 Rivalries
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**JEFFERSON
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*Subject Guide
 to IAC
 Databases
 Robinson
 Sport Public
 Relations:
 Managing*

Organizational
 Communication, Second
 Edition, takes
 a
 comprehensive
 e, businesslike
 approach to
 the practice of
 public
 relations in
 sport. Rather
 than address
 public
 relations only
 as a means of
 supporting the
 marketing
 function or
 leveraging the
 media's
 interest in an
 event or
 organization,
 this text
 recognizes
 public
 relations as a
 function that
 is integral to

many aspects of a sport organization's goals. The book covers all aspects of public relations, starting with the foundations of PR in sport and progressing all the way through legal and ethical issues that sport public relations professionals encounter. The second edition has been reorganized to better emphasize new opportunities for sport organizations

to directly engage the masses and function as their own media. Following are some of the exciting updates to this edition: • Discussion of social media and other e-technologies now permeates the entire book rather than being limited to a single chapter. • Updated chapters on new media, corporate social responsibility, and legal and ethical issues reflect areas of growing

emphasis and concern for sport organizations. • New "Insight From a Professional" and other sidebars offer readers a firsthand account of the roles of PR professionals in today's sport environment. • A complete set of ancillaries helps instructors incorporate e-technology into their courses and prepare engaging class discussions. In a clear and engaging

style, Sport Public Relations, Second Edition, expresses the roles of public relations and PR professionals as vital components to a sport organization's overall management. Updated tools including sample media releases, credentials letters, and media guides provide students with tangible examples of the work that PR professionals produce. Special	elements throughout the text teach students what sport communicatio n work is like, the tasks and dilemmas practitioners face, and available opportunities and careers in the industry. Real-life examples and historical events demonstrate how sport communicatio n has evolved and the vital role it plays in effective sport management. Chapter objectives, key terms, summaries, and learning	activities keep students focused on key topics and allow them to better prepare for course projects and class discussion. Sport Public Relations, Second Edition, provides the theoretical basis for industry practice as well as guidance on applying those concepts. Readers will learn about the history of sport public relations and how it is evolving; the foundations for effective
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media relations in sport, including information services and organization media; and the critical need for a crisis communication plan and management considerations. Readers will also consider the diverse forms of public relations practice, encompassing media, community, employee, investor, customer, donor, and government relations. With this text, both

students and professionals will understand the full range of functions in the realm of sport public relations and how to be progressive in their current and future public relations practices.

BOOK REVIEW DIGEST

Springer "Bringing details from myths, herbal guides, military histories, and the classics, English professor and award-winning pop culture

author Valerie Estelle Frankel sheds light on the deeper meanings behind Panem's heroes and villains in this hottest of YA trilogies." --P. [4] of cover. *The Fan's Guide to The Spiderwick Chronicles* St. Martin's Griffin New package for a cult classic. First published in 2003, *The Book of Lies* was hailed as a 21st grimoire and instantly became a cult classic. Now reformatted for the next generation of

magicians and all counterculture devotees, it gathers an unprecedented cabal of occultists, esoteric scholars, and forward thinkers, all curated by Disinformation's former "wicked warlock" Richard Metzger. This compendium of the occult includes entries on topics as diverse and dangerous as Aleister Crowley, Secret Societies, Psychedelics, and Magick in

theory and practice. The result is an alchemical formula that may well rip a hole in the fabric of your reality: Terence McKenna asks if we contact "aliens" with the smokable drug DMT Daniel Pinchbeck recounts his psychedelic and magical experiences Techgnosis author Eric Davis writes about H.P. Lovecraft Robert Anton Wilson writes about the similarities between Aleister

Crowley and Timothy Leary Donald Tyson's "The Enochian Apocalypse Working" ask if the seeds of the end of the world sown in the Elizabethan era. Other contributors or subjects written about include Brian Barritt, Vere Chappell, Ida Craddock, Joe Coleman, Nevill Drury, Stephen Edred Flowers, T. Allen Greenfield, Gary Lachman, Anton Lavey, Peter Levenda, Grant

Morrison, Michael Moynihan, Rosaleen Norton, Jack Parsons, Austin Osman Spare, and Tracy Twyman. It's all here and more!
The Art and Embroidery of Jan Messent
 Government Printing Office
 A very readable overview of Tolkien and his work, incorporating a brief biography, an examination of the books and a look at the process of filming his work, including The

Hobbit and The Lord of the Rings saga. It explores how Tolkien's background as a medievalist and linguist informed the languages of Middle-earth, the influence of his Catholicism and Tolkien's legacy in fantasy. A timely book to coincide with the first of Peter Jackson's two keenly awaited Hobbit films.

SPORT PUBLIC RELATIONS

Human Kinetics

In Christopher Paolini's thrilling Inheritance series, when a young boy named Eragon finds a blue gemstone in the middle of the forest, he has no idea what magic is in store for him. It hatches a sapphire-blue dragon, a member of a race thought to be extinct. Eragon bonds with the dragon and soon discovers that he is the first in a new line of Dragon Riders, fated to play a part in a war that is poised to

sweep his land. The Ultimate Unauthorized Eragon Guide is an interactive book that looks deep inside the complex world of Alagaësia to reveal facts behind the magical people, places, and creatures that fill the Inheritance series. Also included in this comprehensive guide: * An in-depth look at the many folk references, myths, and legends that form the basis

of the books * Fascinating facts about dwarves, giants, shades, and other creatures * A fascinating trip through the lore of dragons * Tips for writing your own fantasy story * A biography of the author Plus tons of fun boxes and more! This book is a must-have for any fan of the Inheritance books. **The Spiritual World of the Vikings and the Germanic Tribes** Prima Games

- Excerpts from and citations to reviews of more than 8,000 books each year, from 109 publications. - Electronic version with expanded coverage, and retrospective version available, see p. 5 and p. 31. - Pricing: Service Basis-Books. [Through the Eyes of the Vikings](#) Rowman & Littlefield Although based on historical persons from the 9th century, Ragnar

Lodbrok and his sons are the subjects of compelling legends dating from the Viking era. Warriors, raiders, and rulers, Ragnar and his sons inspired unknown writers to set down their stories over seven centuries ago. This volume presents new and original translations of the three major Old Norse texts that tell Ragnar's story: the Saga of Ragnar Lodbrok, the Tale of

Ragnar's Sons, and the Sogubrot. Ragnar's death song, the Krakumal, and a Latin fragment called the List of Swedish Kings, complete the story. Extensive notes and commentary are provided, helping the reader to enter the world of these timeless stories of Viking adventure. *International Books in Print* Oxford University Press For many, the middle ages

depicted in Walt Disney movies have come to figure as the middle ages, forming the earliest visions of the medieval past for much of the contemporary Western (and increasingly Eastern) imagination. The essayists of *The Disney Middle Ages* explore Disney's mediation and re-creation of a fairy-tale and fantasy past, not to lament its exploitation of the middle ages for corporate ends, but to

examine how and why these medieval visions prove so readily adaptable to themed entertainment s many centuries after their creation. What results is a scrupulous and comprehensive examination of the intersection between the products of the Disney Corporation and popular culture's fascination with the middle ages. *Monty Python's Flying Circus* Chartwell Books

Once Upon A Time... In a rustic Missiissippi tavern, a beautiful exiled princess was forced to dance for the pleasure of others-- unaware of her regal birthright...and infuriated by a magnificent golden-eyed devil who crossed an ocean to possess her. From A Far Off Land... A bold and brazen prince came to America to claim his promised bride. But the spirited vixen spurned his

affections while inflaming his royal blood with passion's fire...impelling virile Stefan Barany to take in sensuous and searing conquest the love Tatiana vowed never to yield.

National Geographic Books "A unique book that combines contemporary interpretations of ancient art and embroideries with historical narrative."-- Publisher. *Steven Moffat's Doctor Who*

2014-2015: *The Critical Fan's Guide to Peter Capaldi's Doctor (Unauthorized)*) McFarland Discusses the New Age movement, criticizes its spiritual claims, and looks at spirit guides, reincarnation, quartz crystals, UFO abductions, and psychics The Disinformation Guide to Magick and the Occult Simon and Schuster "Minecraft" is one of the most popular video games of all time, with more than 35 million participants having made the game a global craze. In "The Ultimate Minecraft Creator," players at all levels can fully explore the most popular aspect of the game: building. Including detailed, colorful guides to builds of various sizes--with tips for aesthetic concerns and giant builds--this book is a must-have guide for even the most advanced of experts. It has more original, expert-created content than any other source available online or in print in North America: more hints, tips, and cheats to get the most out of players' "Minecraft" gaming time and dollars. This book is not authorized, sponsored, endorsed or licensed by Mojang AB. The trademark "Minecraft" is owned by Mojang AB; and other

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**THE
ULTIMATE
UNAUTHORI
ZED ERAGON
GUIDE**

Harper Collins
The Ultimate
Unauthorized
Eragon
GuideThe
Hidden Facts
Behind the
World of
AlagaesiaSt.
Martin's Griffin
The Vikings
Lion Books
Discover the

untamed
paganism of
the Vikings
and the
Germanic
tribes prior to
the complete
Christianizatio
n of Europe •
Explores the
different
forms of
magic
practiced by
these tribes,
including runic
magic,
necromancy
(death magic),
soul-travel,
and shape-
shifting •
Examines
their rites of
passage and
initiation
rituals and
their most
important
gods, such as
Odin, Loki,
and Thor •

Looks at
barbarian
magic in
historical
accounts,
church and
assembly
records, and
mythology as
well as an
eyewitness
report from a
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diplomat •
Reveals the
use and abuse
of this
tradition's
myths and
magic by the
Nazis Before
the conversion
of Europe to
Christianity in
the Middle
Ages,
Germanic
tribes roamed
the continent,
plundering
villages and

waging battles to seek the favor of Odin, their god of war, ecstasy, and magic. Centuries later, predatory Viking raiders from Scandinavia carried on similar traditions. These wild “barbarians” had a system of social classes and familial clans with complex spiritual customs, from rites of passage for birth, death, and adulthood to black magic practices and shamanic ecstatic

states, such as the infamous “berserker’s rage.” Chronicling the original pagan tradition of free and wild Europe--and the use and abuse of its myths and magic by the Nazis--Hans-Peter Hasenfratz offers a concise history of the Germanic tribes of Europe and their spiritual, magical, and occult beliefs. Looking at historical accounts, church and assembly

records, mythology, and folktales from Germany, Russia, Scandinavia, and Iceland as well as an eyewitness report of Viking customs and rituals from a 10th-century Muslim diplomat, Hasenfratz explores the different forms of magic--including charms, runic magic, necromancy, love magic, soul-travel, and shamanic shape-shifting--practiced by

the Teutonic tribes and examines their interactions with and eventual adaptation to Christianity. Providing in-depth information on their social class and clan structure, rites of passage, and their most important gods and goddesses, such as Odin, Loki, Thor, and Freyja, Hasenfratz reveals how it is only through understanding our magical barbarian roots that we can see the

remnants of their language, culture, and dynamic spirit that have carried through to modern times.

A FAIRY- TALE AND FANTASY PAST

Peace Hill Press Initially rejected by Lovecraft's publisher, 'At The Mountains of Madness' is now considered a classic of the horror genre. The disturbing, nightmarish story of a journey through

Antarctica and a discovery of secrets hidden in a frozen mountain range has influenced writers and film-makers for decades.

Sports and Their Fans

Lulu.com This definitive and unique collection present thirty-four of the most important Viking myths, heroic legends, and historical sagas, many previously known only within the academic world. Gods, giantesses, dwarfs,

valkyries, ghosts, and dragons mingle with real-life queens, kings, slaves, lovers, and outlaws. Visions of the mythical creation and end of the world contrast with a graphic account of the Vikings' discovery of North America. It includes tales of the cursed ring that inspired Tolkien and the story behind Shakespeare's Hamlet. Written by a master storyteller in consultation

with leading scholars, the book also contains proverbs, spells, poems, riddles, detailed notes and a comprehensive glossary, offering a unique insight into Viking Age culture and beliefs. **Fires of Winter** Lulu.com More people travel to Wait Disney World than any other vacation destination on the planet. But a trip to Disney is astonishingly expensive. Now, with The Cheapskate's

Unauthorized Guide to Wait Disney World, budget-conscious travelers will find a wealth of tips on saving money and time and taking the hassle out of vacation planning. Readers will learn where to stay, eat, and shop -- and the essential secret to enjoying a Disney vacation: what to see when in order to avoid the crowds. Peppered with little-known facts, behind-the-scenes trivia, and insights

gained from the authors' extensive Disney experiences, this unauthorized, pull-no-punches guide will help anyone -- not just cheapskates -- have the best Disney World vacation ever. The History, Economics and Culture of the Relationship Between Spectator and Sport Disinformation Books In a stunning, full-color visual argument for protecting the environment,

the photographer behind Through the Eyes of Gods: An Aerial Vision of Africa trains his lenses on the landforms, wildlife and manmade objects of the Arctic regions, capturing the dramatic and surprising diversity of brilliant colors and unexpected subjects. A comprehensive introduction to the author of The Hobbit and The Lord of the Rings Macmillan Known for its outrageous

humor, occasionally controversial content, and often silly spirit, Monty Python's Flying Circus poked fun at nearly everything. Indeed, many of the allusions and references in the program were routinely obscure, and therefore, not always understood or even noticed. This exhaustive reference identifies and explains the plethora of cultural, historical, and topical allusions of

this landmark series. In this resource, virtually every allusion and reference that appeared in an episode is identified and explained. Organized chronologically by episode, each entry is listed alphabetically, indicates what sketch it appeared in, and is cross-referenced between episodes. Scholars and fans who already appreciate the silliness of the Pythons can also enjoy the acculturated know-it-all-

ness of their heroes. *Cultural Contexts in Monty Python Search PressLtd Women play an immensely important role in the Bible: from Eve to the Virgin Mary, Sarah to Mary Magdalene, Naomi to the anonymous woman suffering severe menstrual bleeding who was healed by Jesus. They are a sisterhood of faith. As such, they challenge many of our assumptions about the role*

of women in the development of the biblical story; about the impact of faith on lives lived in the 'heat and dust' of the real world. Here we will meet the prostitute who ended up in the genealogy of Jesus, a national resistance fighter, a determined victim of male sexual behaviour who challenged patriarchal power, a far from meek and mild mother of Jesus, a woman whose

life has been	more.	the reader on
so	Renowned	a fascinating
misrepresente	historians and	journey, one
d that she is	Biblical	unafraid to
now the	scholars,	ask difficult
subject of the	Martyn and	questions,
most bizarre	Esther	such as, 'Was
conspiracy	Whittock, take	Eve set up to
theories, and		fall?'

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