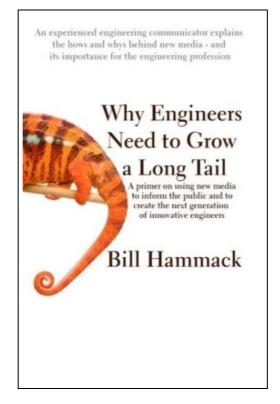
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WHY ENGINEERS NEED TO GROW A LONG TAIL: A PRIMER ON USING NEW MEDIA TO INFORM THE PUBLIC AND TO CREATE THE NEXT GENERATION OF INNOVATIVE ENGINEERS (PAPERBACK)



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Articulate Noise Books, United States, 2010. Paperback. Condition: New. Language: English. Brand New Book ***** Print on Demand *****. Often the details of new media get lost in an alphabet soup that usually begins with an i - the iPod, the iPad, the iTouch. Yet the essence of new media is not in these devices, but in their use. This short primer shows engineers how to think about new media by focusing on the deeper issues of communicating in this new user- generated era. Readers will grasp the mindset of new media; an under- standing that will long outlast the latest social networking tools. It will empower practicing engineers to develop new, powerful ways to help the public understand what engineers do and why engineering is important; but perhaps most importantly this primer gives engineers the foundation for reaching the next generation of innovative engineers.

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