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# Sample Executive Summary Makeup Artist

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Watching What We Watch  
 CIO Magazine  
 Careers in Style  
 50+ Ways to Profit from Your Passions During Semi-Retirement  
 The Art of Scientific Writing  
 Consumer News  
 Resources in Education  
 The Executive Female  
 How to Create Effective Advertising  
 Improving Health in the Community  
 A History and Critical Analysis  
 Soap Opera, Women and Television Genre  
 Practicing the Wisdom of Leading by Serving  
 How Music Companies Brand and Market Artists in the Digital Era  
 Working Mother  
 Making Art Institutions in Western Canada, 1912-1990  
 Scientific and Technical Aerospace Reports  
 Society's Choices  
 Strategic Copywriting  
 Billboard  
 Readers Advisory Service in North American Public Libraries, 1870\_2005  
 An Introduction to Radio, Television, and the Developing Media  
 Billboard  
 Prime-Time Television Through the Lens of Faith  
 Management  
 Social and Ethical Decision Making in Biomedicine  
 Analysis, Planning, Implementation  
 Annual Report  
 Policing  
 Spaces and Places for Art  
 Love and Ideology in the Afternoon  
 Strategic Exchanges, People and Organizations  
 Fashion Accessories  
 All for Beauty  
 Popular Mechanics  
 How to Win Friends and Influence People  
 Second-Act Careers  
 Report[s] to the Congress  
 A Role for Performance Monitoring  
 Cultural Studies and Anti-Consumerism

*Sample Executive  
 Summary Makeup Artist*

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## THOMAS JAYLEN

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*Watching What We Watch* SAGE  
 Lists citations with abstracts for aerospace related reports obtained from world wide sources and announces documents that have recently been entered into the NASA Scientific and Technical Information Database.

*CIO Magazine* Cengage Learning  
 In its 114th year, Billboard remains the world's premier weekly music publication and a diverse digital, events, brand, content and data licensing platform. Billboard publishes the most trusted charts and offers unrivaled reporting about the latest music, video, gaming, media, digital and mobile entertainment issues and trends.

*Careers in Style* Indiana University Press  
 Record Label Marketing, Third Edition is the essential resource to help you understand how recorded music is professionally marketed. Fully updated to reflect current trends in the industry, this edition is designed to benefit marketing professionals, music business students, and independent artists alike. As with previous editions, the third edition is accessible for readers new to marketing or to the music business. The book addresses classic marketing concepts while providing examples that are grounded in industry practice. Armed with this book, you'll master the jargon, concepts, and language to understand how music companies brand and market artists in the digital era. Features new to this edition include: Social media strategies including step-by-step tactics used by major and independent

labels are presented in a new section contributed by Ariel Hyatt, owner of CYBER PR. An in-depth look at SoundScan and other big data matrices used as tools by all entities in the music business. An exploration of the varieties of branding with particular attention paid to the impact of branding to the artist and the music business in a new chapter contributed by Tammy Donham, former Vice President of the Country Music Association. The robust companion website, [focalpress.com/cw/macy](http://focalpress.com/cw/macy), features weblinks, exercises, and suggestions for further reading. Instructor resources include PowerPoint lecture outlines, a test bank, and suggested lesson plans. *50+ Ways to Profit from Your Passions During Semi-Retirement* Rowman & Littlefield  
 Chapter 1: Research -- Chapter 2: Creative

Strategy -- Chapter 3: Headlines and Slogans -- Chapter 4: Body Copy -- Chapter 5: An Introduction to Design -- Chapter 6: Newspaper Advertising -- Chapter 7: Magazine Advertising -- Chapter 8: Radio Advertising -- Chapter 9: Television Advertising -- Chapter 10: Direct Mail Advertising -- Chapter 11: Internet Advertising -- Chapter 12: Other Media Advertising -- Chapter 13: Public Relations and Corporate Advertising -- Chapter 14: Advertising Copy Research -- Chapter 15: Advice on How to Get a Job in Advertising - A Final Note -- References -- Appendix: Graduate Programs.

*The Art of Scientific Writing* CRC Press  
*Seven Pillars of Servant Leadership* (Rev.) offers concrete, functional skills necessary to practice servant leadership—to lead by serving first.

**Consumer News** National Academies Press

A career guide that rethinks the golden years, this handbook offers 50+ income models for creating flexible, fulfilling, and profitable work during the encore stage of one's career. **RETHINK YOUR RETIREMENT** For many people, retirement is no longer a trifecta of golf, grandkids, and gardening—it's an opportunity for new pursuits that involve both earning income and exploring personal passions. If you're planning for retirement or already at "retirement age" but want to continue working—whether to supplement your income or to stay mentally and physically active—veteran career coach Nancy Collamer shows how to identify your favorite interests and expertise and repackage them into more than fifty ways to earn income. These second acts range from the traditional (part-time employment, consulting) to newer Internet-based options (teaching online, writing a blog). With a prescriptive approach to securing second-act careers that are flexible, fulfilling, and fun, this book offers a wide variety of income-generating examples as well as exercises to clarify your lifestyle goals and help you plan for your next move. *Second-Act Careers* shows how to create a profitable and meaningful semi-retirement on your own terms and in your own way.

**Resources in Education** Paulist Press  
 Anti-consumerism has become a conspicuous part of contemporary activism and popular culture, from 'culture jams' and actions against Esso and Starbucks, through the downshifting and voluntary simplicity movements, the rise of ethical consumption and organic and the high profile of films and books like *Supersize Me!* and *No Logo*. A rising awareness of labor conditions in overseas

plants, the environmental impact of intensified consumer lifestyles and the effects of neo-liberal privatization have all stimulated such popular cultural opposition. However, the subject of anti-consumerism has received relatively little theoretical attention – particularly from cultural studies, which is surprising given the discipline's historical investments in extending radical politics and exploring the complexities of consumer desire. This book considers how the expanding resources of contemporary cultural theory might be drawn upon to understand anti-consumerist identifications and practices; how railing against the social and cultural effects of consumerism has a complex past as well as present; and it pays attention to the interplays between the different movements of anti-consumerism and the particular modes of consumer culture in which they exist. In addition, as well as 'using' cultural studies to analyse anti-consumerism, it also asks how such anti-consumerist practices and discourse challenges some of the presumptions and positions currently held in cultural studies. This book was previously published as a special issue of *Cultural Studies*.

*The Executive Female* Ten Speed Press  
 The dynamic author-illustrator team of Jeanne Beker and Nathalie Dion again work their magic in this comprehensive career guide, with a detailed resource section at the back, for those who dream of working in fashion. The famous Coco Chanel said that fashion "is something in the air ... you feel it coming," and this book captures the excitement, inspiration, and passion of the whole industry. From agent to designer, model, photographer, stylist, makeup artist, retail fashion director, publicist, journalist, fashion illustrator, creative director, editor-in-chief, trend forecaster, fashion show producer, color specialist, and personal shopper to all the people behind the scenes, Jeanne Beker informs, entertains, and inspires. Discover the ins and outs of fashion production, the players, and who deciphers what's hot. In this common-sense career guide, Jeanne Beker's down-to-earth approach, peppered with quotes and mini profiles of successful fashion people, lets us explore what we love about fashion while receiving practical advice on how to break into this diverse and creative industry. As in their collaboration for *The Big Night Out*, Jeanne Beker and Nathalie Dion dazzle us with a whole new world of possibilities.

*How to Create Effective Advertising*  
 McFarland

How do communities protect and improve the health of their populations? Health

care is part of the answer but so are environmental protections, social and educational services, adequate nutrition, and a host of other activities. With concern over funding constraints, making sure such activities are efficient and effective is becoming a high priority. *Improving Health in the Community* explains how population-based performance monitoring programs can help communities point their efforts in the right direction. Within a broad definition of community health, the committee addresses factors surrounding the implementation of performance monitoring and explores the "why" and "how to" of establishing mechanisms to monitor the performance of those who can influence community health. The book offers a policy framework, applies a multidimensional model of the determinants of health, and provides sets of prototype performance indicators for specific health issues. *Improving Health in the Community* presents an attainable vision of a process that can achieve community-wide health benefits.

**Improving Health in the Community**  
 Routledge

For more than 40 years, *Computerworld* has been the leading source of technology news and information for IT influencers worldwide. *Computerworld's* award-winning Web site ([Computerworld.com](http://Computerworld.com)), twice-monthly publication, focused conference series and custom research form the hub of the world's largest global IT media network.

*A History and Critical Analysis* Tundra Books

The magazine that helps career moms balance their personal and professional lives.

[Soap Opera, Women and Television Genre](#)  
 Cengage Learning

*How Movies Work*, offers the filmgoer an engaging and informative guide to the appreciation and evaluation of films. It provides a comprehensive consideration of movies from idea to script, casting, financing, shooting and distribution. Bruce Kawin addresses the book not just to students of film but to any filmgoer curious to know more about the process of the conception and creation of our favorite entertainment and art form.

[Practicing the Wisdom of Leading by Serving](#)  
 Glencoe/McGraw-Hill School Publishing Company

In its 114th year, *Billboard* remains the world's premier weekly music publication and a diverse digital, events, brand, content and data licensing platform. *Billboard* publishes the most trusted charts and offers unrivaled reporting about the latest music, video, gaming, media, digital

and mobile entertainment issues and trends.

*How Music Companies Brand and Market Artists in the Digital Era* Writers Digest Books

When the Edmonton Museum of Arts opened in 1924 it was only the second art gallery in Canada west of Toronto. *Spaces and Places for Art* tells the story of the financial and ideological struggles that community groups and artist societies in booming frontier cities and towns faced in establishing spaces for the cultivation of artistic taste. Mapping the development of art institutions in western Canada from the founding of the Winnipeg Art Gallery in 1912 to the 1990s heyday of art museums in Manitoba, Saskatchewan, Alberta, and British Columbia, Anne Whitelaw provides a glimpse into the production, circulation, and consumption of art in Canada throughout the twentieth century. Initially dependent on paintings loaned from the National Gallery of Canada, art galleries across the western part of the country gradually built their own collections and exhibitions and formed organizations that made them less reliant on institutions and government agencies in Ottawa. Tracing the impact of major national arts initiatives such as the Massey Commission, the funding programs of the Canada Council, and the policies of the National Museums Corporation, Whitelaw sheds light on the complex relationships between western Canada and Ottawa surrounding art. Building on extensive archival research and in-depth analysis of government involvement, *Spaces and Places for Art* is an invaluable explanation of the roles of cultural institutions and cultural policy in the emergence of artistic practice in Canada.

**Working Mother** Westminster John Knox Press

Breakthroughs in biomedicine often lead to new life-giving treatments but may also raise troubling, even life-and-death, quandaries. *Society's Choices* discusses ways for people to handle today's bioethics issues in the context of America's unique history and culture--and from the perspectives of various interest groups. The book explores how Americans have grappled with specific aspects of bioethics through commission deliberations, programs by organizations, and other mechanisms and identifies criteria for evaluating the outcomes of these efforts. The committee offers recommendations on the role of government and professional societies, the function of commissions and institutional review boards, and bioethics in health professional education and

research. The volume includes a series of 12 superb background papers on public moral discourse, mechanisms for handling social and ethical dilemmas, and other specific areas of controversy by well-known experts Ronald Bayer, Martin Benjamin, Dan W. Brock, Baruch A. Brody, H. Alta Charo, Lawrence Gostin, Bradford H. Gray, Kathi E. Hanna, Elizabeth Heitman, Thomas Nagel, Steven Shapin, and Charles M. Swezey.

*Making Art Institutions in Western Canada, 1912-1990* Writers Digest Books

In its 114th year, Billboard remains the world's premier weekly music publication and a diverse digital, events, brand, content and data licensing platform. Billboard publishes the most trusted charts and offers unrivaled reporting about the latest music, video, gaming, media, digital and mobile entertainment issues and trends.

*Scientific and Technical Aerospace Reports* SAGE

Griffin/VanFleet, *MANAGEMENT SKILLS: ASSESSMENT AND DEVELOPMENT, 1E*, offers a comprehensive, real world approach to mastering the skills needed for a career in management. Because instructors often express the difficulty of creating an active learning environment, this text offers an active, not passive, way for students to learn management skills by challenging students to be self-reflective and asking them to complete numerous assessments, exercises, cases, and other activities. The authors also address another major concern instructors have about students being visual learners by providing a unique Visualize the Skill section not found in any other text. To better enable students to learn about management, chapters are organized in an easy-to-follow format that contains: Assessing Your Skills (pre-assessment scales); Learning About the Skills (concept portion of the text); Practicing Your Skills (exercises); Using Your Skills (case analysis); Extending Your Skills (group and individual exercises); Visualizing the Skills (video exercises); Your Skills Now (assessing skills after working through the chapter); and Interpretations (scoring keys and comparison data). Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

**Society's Choices** All for Beauty Rutgers University Press  
*Love and Ideology in the Afternoon* Soap Opera, Women and Television Genre Indiana University Press

*Strategic Copywriting* Univ of California Press

Beginning in the early 1980s, readers'

advisory services were a widely discussed topic in North American public libraries. By 2005, almost every public library in the United States and Canada offered some form of readers' advisory service. The services offered have changed significantly, in ways perhaps disadvantageous to adult North American library patrons. This book provides a critical history of readers' advisory philosophy and offers a new perspective on the evolution of the service. The book analyzes the debate that shaped readers' advisory and discusses how the service has assumed its present form. The study follows readers' advisory through its three prominent stages of development, beginning with the period 1870 to 1916, when the service was still a subject of much crucial debate about its meaning and purpose. During the second phase (1917 to 1962), readers' advisory systematically committed itself to meaningful adult education through serious and purposeful reading. The book argues, however, that during the most recent phase of readers' advisory, from 1963 until the present, contemporary public libraries have turned their backs on the rich heritage of readers' advisory services by valorizing the reading of entertainment-oriented and commodified genre titles and bestsellers. Historical analysis, case studies and statistical charts augment the book's central argument.

*Billboard* William C. Brown

Most scientists live in a "publish or perish" environment, but few would describe themselves as brilliant (or enthusiastic) writers. Coming to the aid of all those wishing to improve the quality of their scientific writing -- established researchers and aspiring students alike -- three experienced authors/scientists from differing backgrounds and cultures have compiled this classic guide. This new edition has been completely revised to reflect dramatic changes in communication over the past 15 years. The primary emphasis is on writing techniques, accurate expression, adherence to accepted standards, and above all clarity, but the authors also venture into communication technology and organizational as well as ethical aspects of science. Numerous appendices and a particularly comprehensive index complete this highly useful book. "The authors have a passion, not only for clarity and economy of style, but also for precision and consistency." (Nature) "A wealth of information contained in a single book of manageable proportions. Students reporting on a simple laboratory

experiment and their teachers preparing a paper or lecture will both find this book a constant companion." (European Science

Editing) "The book under review claims, 'we know of no book as broad in its coverage, as critical in its analysis of existing trends, and as international in its

scope'. This claim is immodest but accurate." (Trends in Pharmacological Sciences)

Best Sellers - Books :

- [The Covenant Of Water \(oprah's Book Club\)](#)
- [America's Cultural Revolution: How The Radical Left Conquered Everything](#)
- [You Will Own Nothing: Your War With A New Financial World Order And How To Fight Back By Carol Roth](#)
- [Girl In Pieces](#)
- [It Starts With Us: A Novel \(2\) \(it Ends With Us\)](#)
- [Leigh Howard And The Ghosts Of Simmons-pierce Manor By Shawn M. Warner](#)
- [A Court Of Wings And Ruin \(a Court Of Thorns And Roses, 3\)](#)
- [Are You There God? It's Me, Margaret. By Judy Blume](#)
- [The Collector: A Novel By Daniel Silva](#)
- [Mad Honey: A Novel By Jodi Picoult](#)