

## Read Eventguide

*Spy Ships Managing Events Norman Polmar Liz Quick*

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almost from the first days of seafaring men have used ships for spying and intelligence collection since early in the twentieth century with the technological advancements of radio and radar the u s navy and other government agencies and many other navies have used increasingly specialized ships and submarines to ferret out the secrets of other nations the united states and the soviet union russia have been the leaders in those efforts especially during the forty five years of the cold war but as norman polmar and lee j matthers reveal so has china which has become a major maritime power in the twenty first century with special interests in the south china sea and with increasing hostility toward the united states through extensive meticulous research and through the lens of such notorious spy ship events as the israeli attack on the uss liberty the north korean capture of the uss pueblo and the u s central intelligence agency s success in clandestinely salvaging part of a soviet submarine with the hughes glomar explorer spy ships is a fascinating and valuable resource for understanding maritime intelligence collection and what we have learned from it

combining the practical and academic aspects of event management this text presents an industry perspective with real life event examples and contemporary and relevant case studies it provides lecturers with a useful platform to integrate key event topics into the learning environment the book discusses the management process throughout the event cycle from the pre event planning stage on site delivery to the post event stage the book is divided into 4 distinct phases which are the event cycle before the event throughout the event and beyond the event within each of these 4 sections there are 2 or 3 separate chapters each with their own objectives the book discusses practical and operational elements such as project management marketing sponsorship deals and risk assessment that need to be put in place both before and during the event the final section beyond the event examines current and future event trends and issues and discusses the various career paths that exist and the skills and qualifications required to gain employment and start a successful career in events each chapter profiles someone currently working within the events industry and presents a scenario of a real event challenge they have faced in their work role relevant to the chapter further viewpoints from a second event practitioner and academic are included before the final outcome is presented showing us in each case how real life situations develop and are resolved in practice within the events industry the feature event ethics explores a topical issue that should encourage lively discussion and the did you know section reveals an interesting and chapter specific event fact at the end of every chapter students can revise and extend their event knowledge with the list of chapter summary questions which help consolidate the learning outcomes additionally the key terms section explains any terminology used within the chapter each chapter concludes with a section called for the classroom featuring discussion points and activities based around the chapter content as well as reference sources and suggested reading some of the forms and inserts used to contextualise the learning will appear as weblinks for the students to download and use throughout

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