

Monthly Active Users

2 Billion

Downloads

672 Million



TikTok Trends



2024 Revenue

\$20 Billion

61%

Canadian TikTok users say they can't be their true self on TikTok.



Tok Trending X App Deal

**Joseph H. Hancock, Penny Gill, Richard
Petrizzi, Patricia Mink Rath**

Tok Trending X App Deal:

Fast Politics Laura Pérez Rastrilla, Pablo Sapag M., Armando Recio García, 2023-10-17 The goal of this book is to show the role of TikTok as a tool for political purposes To this end the authors analyse the messages posted on this social medium by political figures and institutions such as politicians and political parties their impact on political landscapes as well as the transformation of political communication techniques in order to suit the platform s features In the last two years the exponential growth of TikTok has led an increasing number of politicians and institutions to incorporate it into their communication strategies The platform displays some very different features from other social media that determine the way in which the content is presented In addition it manages to reach an audience that normally does not access or share political messages Within this context the volume pursues two main objectives First to examine how the communication techniques and the peculiarities of this social medium where short videos with actors in informal attitudes prevail affect the political message A second objective is to analyse the influence of the messages distributed through TikTok that redefine political scenarios and of the relationships of politicians and parties with voters The core of the book comprises case studies that are organised into three parts with nine chapters in all The authors are scholars and practitioners of political communication with diverse geographical representation who approach the topics from a range of methodological perspectives The first part addresses the state of the art and the influence of TikTok features on the way political communication is performed The second part discusses the influence of TikTok on electoral scenarios and political culture in India Bangladesh the United States and Ecuador Finally in the third part TikTok is analysed as an instrument for promoting far right politicians and parties in Europe as in the case of Matteo Salvini in Italy and AfD in Germany and Vox in Spain The volume is oriented to both scholars and communication professionals such as journalists communication consultants and speechwriters who want to become familiar with the platform learn about its political impact or wish to deepen their understanding of transformations in communication techniques and their adaptation to this growing social medium Chapter 2 The Moving Body as the Articulator Meme and Affective Link in Political Communication on TikTok is available open access under a Creative Commons Attribution 4 0 International License via link springer com

Marketing Fashion Joseph H. Hancock, Penny Gill, Richard Petrizzi, Patricia Mink Rath, 2025-09-18 *Marketing Fashion A Cross Cultural Perspective* Second Edition is your comprehensive dive into marketing theories and practices as they specifically relate to apparel home goods and other design driven products The second edition includes a brand new Appendix on careers with sample resumes updated industry spotlights all new case studies discussions around social media and digital platforms technology sustainability ethics and social issues climate change and more

Marketing Tourism and Hospitality Richard George, 2025-04-09 This second edition of this comprehensive textbook explores the fundamental principles of marketing applied to tourism and hospitality businesses placing special emphasis on SMEs in the international tourism industry It includes examples from a wide range of

destinations from emerging markets to high income countries Taking a comprehensive approach the book covers the whole spectrum of tourism and hospitality marketing including destination marketing marketing research consumer behaviour responsible tourism marketing and digital and social media marketing Practical in focus it gives students the tools techniques and underlying theory required to design and implement successful tourism marketing plans Written in an accessible and user friendly style this entire industry textbook includes case studies drawing on the author s experience and real life examples Revised and expanded throughout it covers Advances in AI robotics and automation Digital marketing electronic customer relationship management eCRM and uses of user generated content UGC New and updated content and discussion questions for self study and to use in class A new chapter on responsible tourism marketing and sustainable approaches to marketing Consumer behaviour in tourism and the effects of climate change and changes in consumer attitudes New trends in tourism and hospitality marketing New in depth real life case studies and industry insights throughout the book Along with key concepts and theory definitions key summaries and discussion questions accompanying online flashcards and PowerPoint slides for lecturers this textbook is ideal for undergraduate and postgraduate students looking for a comprehensive text with a practical orientation

Theological Discourses on Social Media Christopher B. Barnett, Clark J. Elliston, Trevor B. Williams, 2025-08-29 Theological Discourses on Social Media will examine ten different social media platforms across three overarching parts The task throughout is first to delineate the configuration and intent of a given form of social media and second to probe its implications for theology On the whole the volume will focus on the Judeo Christian tradition though dialogue with and insight from other religious traditions will also be featured The upshot will be a unique theological engagement with the defining issue of our era a work that will be as relevant as it will be engrossing Featuring contributions from leading scholars it will be a must read for all students of theology religion and media and cultural studies [Children's Writers' & Artists' Yearbook 2025](#) Bloomsbury Publishing, 2024-08-01 Foreword by Alice Oseman creator of the million copy bestselling Heartstopper books This is not a book it is a sky filled with possibility so let its wisdom lift you and soar Joseph Coelho Children s Laureate Celebrating its 21st edition this indispensable Children s Writers Artists Yearbook provides everything you need to know to get your work noticed With thousands of up to date contacts and inspiring articles from dozens of successful writers illustrators and industry insiders it is the ultimate resource on writing and publishing for children of all ages Packed with insights and practical tips it provides expert advice on submitting to agents and publishers writing non fiction and fiction across genres and formats poetry plays broadcast media and illustration self publishing copyright finances and contracts marketing prizes and festivals and much much more New content in this edition include articles on Your Author Brand by Tom Palmer Getting Published by Hannah Gold Writing with empathy by Camilla Chester What an indie bookshop can offer authors by Carrie Tim Morris Between the covers of this book is everything you need to know to get published Julia Donaldson **Popular Photography** ,1983 **Farm Journal and Country Gentleman** ,1954

Traffic World and Traffic Bulletin ,1969-04 Comparable Sales Book ,2001 Rand McNally Bankers Directory
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Dictionary on Historical Principles Sir William Alexander Craigie, Charles Talbut Onions,1933 **George Washington**
Douglas Southall Freeman,1948 *First in Peace* completes the work left unfinished at the time of Douglas Southall Freeman's
death Freeman wrote the original 6 volume biography on Washington *Ökozidjournal* ,2003 *Pitch, Tweet, or Engage*
on the Street Kara Alaimo,2025-02-28 The third edition of *Pitch Tweet or Engage on the Street* is an updated guide to
practicing global public relations and strategic communication preparing professionals to craft and implement international
and intercultural communications campaigns Drawing on the global literature and informed by interviews with more than 75
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