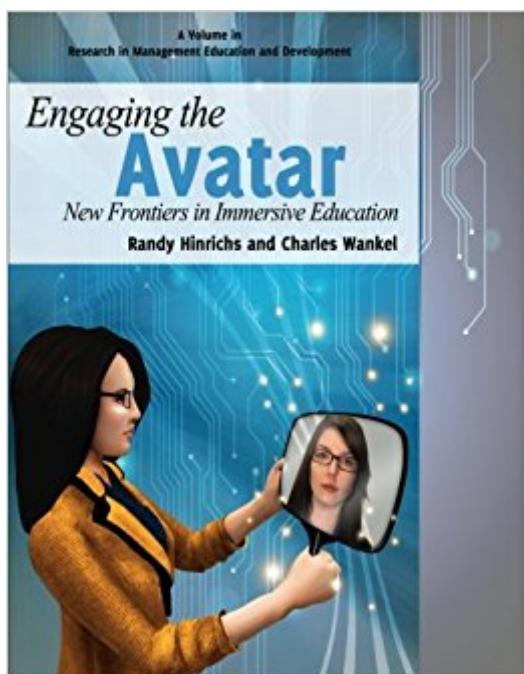


The book was found

Engaging The Avatar: New Frontiers In Immersive Education (Research In Management Education And Development)



Synopsis

This volume has a bold agenda, in which academics create immersive worlds where the avatar is the center of the universe. As the virtual world grows, avatars move away from quasi-human interactions within virtual domiciles, gardens, and businesses to being blood cells in the blood stream, or to be firing neurons in the human brain, or creatures competing on the ocean floor or the surface of Mars or just about anything that can be imagined using the magic of photographic and artistic images, programming, narrative and avatars. What are the frameworks and strategies for building these environments? What are the things the avatar adapts and learns from in its environment? This book will examine such frameworks, strategies, examples and feedback systems to explore what it takes to create a global education environment for learning. This starts with engaging your avatar and is completed in a transformation in how you interact with the internet. Whether using the visual internet to learn or to interact with a customer about a product or service, this immersive interface can be a world that knows you and forms around your unique needs and interests.

Book Information

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Customer Reviews

Charles Wankel is Professor of Management at St. John's University, New York. He holds a doctorate from New York University, where he was admitted to the Beta Gamma Sigma national honor society for business disciplines. Columbia University's American Assembly identified him as

one of the nation's top experts on Total Quality Management. He received the Outstanding Service in Management Education & Development Award at both the 2004 and 2005 meetings of the Academy of Management (AOM). AOM also presented its Best Paper in Management Education Award to him in 1991, and he has been selected to serve as an officer of AOM divisions every year for more than a decade. Along with Robert DeFillippi, he has been editing a multi-volume series for AOM on management education issues: the Research in Management Education & Development Series. Wankel is the leading founder and director of scholarly virtual communities for management professors, currently directing more than seven listservs with thousands of participants in more than 70 nations. (A Google search for "Charles Wankel" will provide you with an awareness of the scope of his online prominence.) He co-authored a bestselling undergraduate textbook, *Management*, in the 1980s with Prentice Hall, published a scholarly book on interorganizational strategy development in Poland, and numerous scholarly articles, monographs, and chapters. He has extensive international experience, ranging from the United Arab Emirates to Vietnam, Japan, Lithuania, Malaysia, Singapore, Poland, the Czech Republic, and Mexico. He has been an invited lecturer to Harvard and Columbia, as well as the Czech Management Center, University of Warsaw, Polish Academy of Sciences, University of Malaysia, National University of Singapore, and University of Toronto, and he taught and researched at Kaunas Technical University in Lithuania in 1997 under a Fulbright Fellowship Grant. His current research interests include managing geographically and temporally distributed teams and new pedagogies of management education.

--This text refers to the Hardcover edition.

This is by far the worst textbook I've ever been assigned in the decade I've been taking collegiate level courses. There are many errors in the book, the proof reading was very shoddy, they print examples of color perception using photographs (one is strong red/poor blue, the other is strong green/better blue) but they are printed in BLACK AND WHITE and therefore look exactly identical. Some of the 'scientific images' are actually just screen caps from an iPhone? Talk about cheap looking. At least 1 page EVERY chapter is missing text, it's just gigantic blank portions, stopping in mid sentence an inch in from the right side margin. All in all, save your money. This isn't worth the paper it's printed on.

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