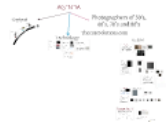


Why Dick and Jane Don't Ask: Getting Past Initiation Barriers in Negotiations

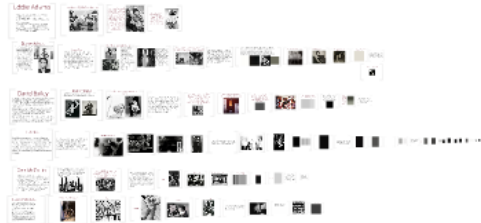


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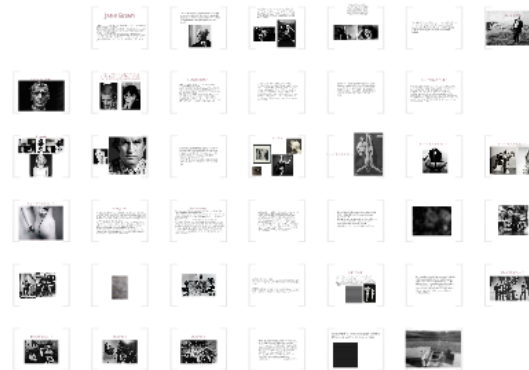
Why Dick and Jane Don't Ask: Getting Past Initiation Barriers in Negotiations



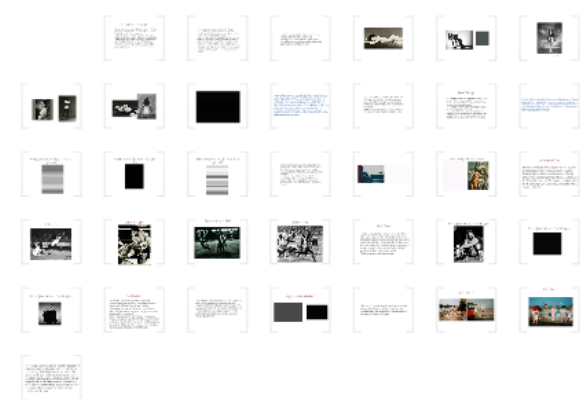
The 60's!



The 70's!



The 80's!



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Agenda

- Context
- Technology
- Photographers

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AGENDA

Context

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Photographers of 50's, 60's, 70's and 80's

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Technology



The 50's!

Eve Arnold (1912 -)

- The Arnold was born The Cohen in Philadelphia, Pennsylvania. She was a child of immigrants who moved to New York City.
- Her father was a photographer and she followed in his footsteps.
- She worked for the New York City photo-booking agency.
- She was a pioneer in the use of black and white photography.
- She was a pioneer in the use of color photography.
- She was a pioneer in the use of documentary photography.
- She was a pioneer in the use of social documentary photography.
- She was a pioneer in the use of street photography.
- She was a pioneer in the use of portrait photography.
- She was a pioneer in the use of landscape photography.
- She was a pioneer in the use of nature photography.
- She was a pioneer in the use of sports photography.
- She was a pioneer in the use of fashion photography.
- She was a pioneer in the use of advertising photography.
- She was a pioneer in the use of product photography.
- She was a pioneer in the use of architectural photography.
- She was a pioneer in the use of industrial photography.
- She was a pioneer in the use of scientific photography.
- She was a pioneer in the use of medical photography.
- She was a pioneer in the use of forensic photography.
- She was a pioneer in the use of aerial photography.
- She was a pioneer in the use of satellite photography.
- She was a pioneer in the use of space photography.
- She was a pioneer in the use of underwater photography.
- She was a pioneer in the use of macro photography.
- She was a pioneer in the use of micro photography.
- She was a pioneer in the use of time-lapse photography.
- She was a pioneer in the use of slow-motion photography.
- She was a pioneer in the use of high-speed photography.
- She was a pioneer in the use of long-exposure photography.
- She was a pioneer in the use of short-exposure photography.
- She was a pioneer in the use of wide-angle photography.
- She was a pioneer in the use of telephoto photography.
- She was a pioneer in the use of fisheye photography.
- She was a pioneer in the use of anamorphic photography.
- She was a pioneer in the use of tilt-shift photography.
- She was a pioneer in the use of perspective photography.
- She was a pioneer in the use of depth-of-field photography.
- She was a pioneer in the use of aperture photography.
- She was a pioneer in the use of shutter-speed photography.
- She was a pioneer in the use of ISO photography.
- She was a pioneer in the use of white-balance photography.
- She was a pioneer in the use of color-cast photography.
- She was a pioneer in the use of contrast photography.
- She was a pioneer in the use of tonal-range photography.
- She was a pioneer in the use of dynamic-range photography.
- She was a pioneer in the use of exposure photography.
- She was a pioneer in the use of focus photography.
- She was a pioneer in the use of sharpness photography.
- She was a pioneer in the use of softness photography.
- She was a pioneer in the use of grain photography.
- She was a pioneer in the use of noise photography.
- She was a pioneer in the use of artifacts photography.
- She was a pioneer in the use of distortion photography.
- She was a pioneer in the use of aberration photography.
- She was a pioneer in the use of vignetting photography.
- She was a pioneer in the use of flare photography.
- She was a pioneer in the use of ghosting photography.
- She was a pioneer in the use of double-exposure photography.
- She was a pioneer in the use of multiple-exposure photography.
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- She was a pioneer in the use of multiple-exposure photography.

Downs with Elephants, 1955

Frank O'Hara (1926 - 1963)

Robert Rauschenberg (1925 -)

John Baldessari (1929 -)

Richard Avedon (1917 -)

William S. Burroughs (1917 -)

Edward Weston (1898 - 1984)

Ansel Adams (1903 - 1984)

Alfred Stieglitz (1864 - 1946)

Paul Strand (1891 - 1978)

George Eastman (1854 - 1904)

Leica (1914 -)

35mm (1930s -)

Black and White (1930s -)

Color (1930s -)

Portrait (1930s -)

Street (1930s -)

Landscape (1930s -)

Nature (1930s -)

Sports (1930s -)

Fashion (1930s -)

Advertising (1930s -)

Product (1930s -)

Architectural (1930s -)

Industrial (1930s -)

Scientific (1930s -)

Medical (1930s -)

Forensic (1930s -)

Aerial (1930s -)

Satellite (1930s -)

Space (1930s -)

Underwater (1930s -)

Macro (1930s -)

Micro (1930s -)

Time-lapse (1930s -)

Slow-motion (1930s -)

High-speed (1930s -)

Long-exposure (1930s -)

Short-exposure (1930s -)

Wide-angle (1930s -)

Telephoto (1930s -)

Fisheye (1930s -)

Anamorphic (1930s -)

Tilt-shift (1930s -)

Perspective (1930s -)

Depth-of-field (1930s -)

Aperture (1930s -)

Shutter-speed (1930s -)

ISO (1930s -)

White-balance (1930s -)

Color-cast (1930s -)

Contrast (1930s -)

Tonal-range (1930s -)

Dynamic-range (1930s -)

Exposure (1930s -)

Focus (1930s -)

Sharpness (1930s -)

Softness (1930s -)

Grain (1930s -)

Noise (1930s -)

Artifacts (1930s -)

Distortion (1930s -)

Aberration (1930s -)

Vignetting (1930s -)

Flare (1930s -)

Ghosting (1930s -)

Double-exposure (1930s -)

Multiple-exposure (1930s -)

Context

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US Astronauts land on the moon.(1969)



US ends trade embargo against China.(1971)

The 4th Arab / Israeli war begins (a.k.a. "Yom Kippur War").



Picasso Dies (1973)

Apple Computer Company is formed by Steve Jobs and Steve Wozniak. (1976)



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Tv invented in the 1930's but penetrated to 90% homes by 1950's



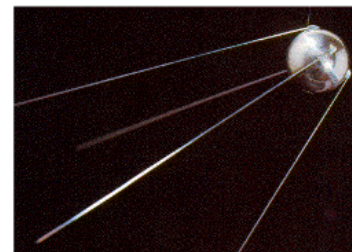
Elvis Presley first makes a splash in the US (1956)



The hard-disk drive is invented by IBM. with 50, 24-inch disks. Its total capacity was 5MBytes (1956)



Russia launches Sputnik 1 into orbit, thus beginning the "space race" (1957)



The Barbie Doll debuts



8mm moving picture camera (1961)

Diplomatic ties with Cuba end. Cuban revolution starts (1961)

Dr. No, the first James Bond film, premieres in UK theatres. (1962)

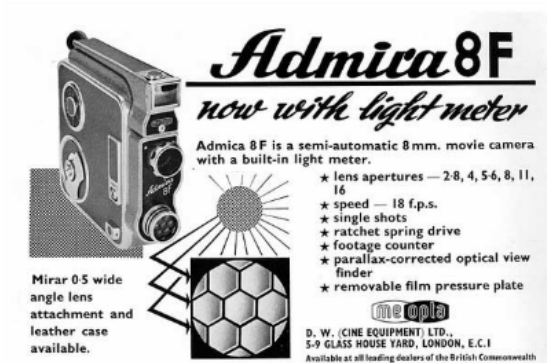
War in Vietnam escalates with increased bombing, US troop levels reach 250,000. Anti-war protests across the US and the rest of the world also escalate

The "Hippie" movement declares that summer of 1967 will be the "Summer of Love" with its epicentre being San Francisco.

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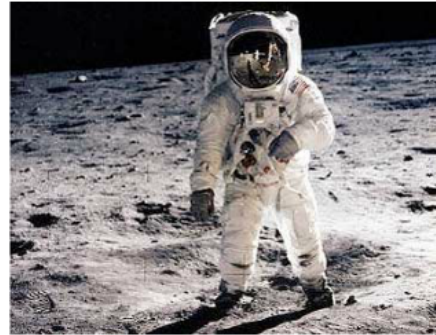
JFK assassinated (1963)

The Barbie Doll debuts (1966)



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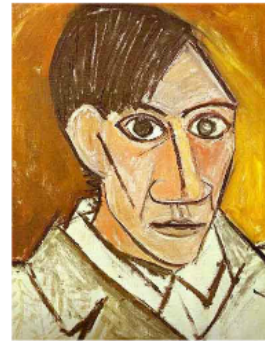
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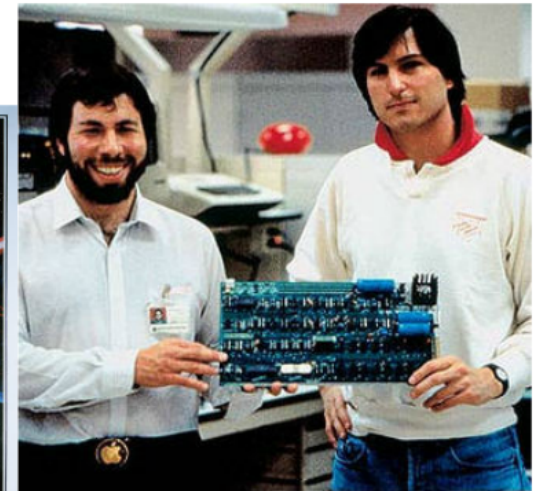


The 4th Arab / Israeli war begins (a.k.a. "Yom Kippur War").



Picasso Dies (1972)

Apple Computer Company is formed by Steve Jobs and Steve Wozniak (1976)



Star Wars opens in cinemas and subsequently becomes the then-highest grossing film of all time. (1977)



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Disco Fever goes to the world.(1978)



Iran / Iraq war begins (1979)

IBM introduces the first PC (1981)



United Kingdom agrees handover of Hong Kong to China (1984)

British Telecom retires Britain's world famous red telephone boxes.

