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Advancing Equality Jody Heymann 2020-01-14 In a world where basic human rights are under attack and discrimination is widespread, Advancing Equality reminds us of the critical role of constitutions in creating and protecting equal rights. Combining a comparative analysis of equal rights in the constitutions of all 193 United Nations member countries with inspiring stories of activism and powerful court cases from around the globe, the book traces the trends in constitution drafting over the past half century and examines how stronger protections against discrimination have transformed lives. Looking at equal rights across gender, race and ethnicity, religion, sexual orientation and gender identity, disability, social class, and migration status, the authors uncover which groups are increasingly guaranteed equal rights in constitutions, whether or not these rights on paper have been translated into practice, and which nations lag behind. Serving as a comprehensive call to action for anyone who cares about their country's future, Advancing Equality challenges us to remember how far we all still must go for equal rights for all.

Handbook of Research on Deception, Fake News, and Misinformation Online Chilwa, Innocent E. 2019-06-28 The growing amount of false and misleading information on the internet has generated new concerns and quests for research regarding the study of deception and deception detection. Innovative methods that involve catching these fraudulent scams are constantly being perfected, but more material addressing these concerns is needed. The Handbook of Research on Deception, Fake News, and Misinformation Online provides broad perspectives, practices, and case studies on online deception. It also offers deception-detection methods on how to address the challenges of the various aspects of deceptive online communication and cyber fraud. While highlighting topics such as behavior analysis, cyber terrorism, and network security, this publication explores various aspects of deceptive behavior and deceptive communication on social media, as well as new methods examining the concepts of fake news and misinformation, character assassination, and political deception. This book is ideally designed for academicians, students, researchers, media specialists, and professionals involved in media and communications, cyber security, psychology, forensic linguistics, and information technology.

Geopolitics and Maritime Security Frank Bekkers 2019-06-28 This report contains the results from a research project aimed at identifying new capabilities for the future Royal Netherlands Navy (RNLN). With the type of naval operations and tasks for the period up to 2030-35 largely enduring, the current "regional power projection" profile of the Royal Netherlands Navy (RNLN) must be strengthened and renewed. We envisage the core of the future naval force to remain a versatile mix of surface and sub-surface combatants, shipborne helicopters and unmanned systems for intelligence purposes and extended force projection, modern amphibious forces and long-range land attack capability to counter Anti-Access and Area Denial (A2AD) threats. All main vessels should be ocean-going, able to navigate the main operating theaters in the European seas and the Carib under all conditions. But even while we expect that naval operations and tasks, as well as the overall force profile of the RNLN, will evolve rather than drastically change, the RNLN must substantially innovate — but not beyond

recognition — its personnel, materiel, doctrines and processes, organization and structures.

Leaders Who Lust Barbara Kellerman 2020-10-29 Explores the all-important link between leadership and lust, look at leaders with ravenous hungers and limitless passions.

Gender and Identity around the World [2 volumes] Chuck Stewart Ph.D. 2020-11-09 This book provides an indispensable resource for high school and college students interested in the history and current status of gender identity formation and maintenance and how it impacts LGBTQ rights throughout the world. Gender and Identity around the World explores a variety of gender and LGBTQ experiences and issues in countries from all the world's regions. Guided by more than 50 recognized academic experts, readers will examine how gender and LGBTQ identities are developed, fought for, perceived, and policed in countries as diverse as France, Brazil, Russia, Jordan, Iraq, and China. Each chapter opens with a general introduction to a country or group of countries and flows into a discussion of gender and identity in terms of culture, education, family life, health and wellness, law, work, and activism in that region of the world. A section on contemporary issues specific to the country or group of countries follows this discussion. Readers gain in-depth information from more than 50 recognized experts writing from around the world Readers can compare and contrast life experiences from a number of different geopolitical and cultural regions Each chapter explores a country or region's gender and LGBTQ experiences in terms of culture, law, family life traditions, education, health and wellness practices, work norms, and activist movements

Worldwide Perspectives on Lesbians, Gays, and Bisexuals [3 volumes] Paula Gerber Ph.D. 2021-01-31 This three-volume set is a rich resource for readers in any discipline interested in understanding the global, regional, and domestic experiences of LGB people. This interdisciplinary set makes a vital contribution to understanding how LGB rights are progressing—and in some cases, regressing—around the globe. The three volumes look at the lived experiences of LGB people from varied perspectives and provide comprehensive coverage on a wide variety of topics ranging from LGB youth and LGB aging to the approaches to LGB people of different religions, including Islam, Judaism, and Christianity. Chapters focus on topics including the ongoing criminalization of same-sex sexual conduct and how international human rights law can be used to improve the lives of LGB people. Particular attention is paid to the rights of bisexuals, a group often ignored in works focusing on sexual orientation. Volume 1 focuses on history, politics, and culture relating to LGB people; Volume 2 focuses on the laws—domestic and international—governing LGB people; and Volume 3 provides snapshots of the current state of LGB experience in countries worldwide, presented by geographical region: Europe, the Americas, Africa, the Middle East and the Asia Pacific region. Includes contributions on the experience of LGB people in countries and regions that are extremely hostile to sexual minorities, including Russia, Iran, the Caribbean, Zimbabwe, and Uganda. Considers a multitude of factors that influence LGB people's quality of life, including, health, education, the economy, technology, religion, and the law. Offers comprehensive domestic, regional, and international accounts, serving as a one-stop source for in-depth, quality global research on LGB people. Addresses the intersectionality of discrimination based on sexuality and race, religion, and age.

Media Imperialism Oliver Boyd-Barrett 2019-08-19 This book brings together researchers in international communication and global media studies to revisit and advance the concept of media imperialism for 21st century research. Using cases across the globe, this volume is essential for understanding communications media in unequal economic, geopolitical and cultural-ideological power relations.

Marketing is Finance is Business Chris Burggræve 2019-06-08 Are (global) brands dead? Does marketing still matter? Is there still a "secret sauce" companies can apply to build winning brands in the future? Chris will show why great marketing is so much more than pretty pictures and Silicon snake oil. In his first book: "MARKETING is FINANCE is BUSINESS" (published Dec 18), you will discover the rocket science behind the creation of marketing miracle\$ in the galactic age upon us, in 4 stages 1) Look up: how to change our mindset from Thinking and Acting "Local/Global" to "Galactic" 2) Get your basic wings to fly: Understand the key historical models used in marketing and finance - the ones BOTH the CMO and CFO should know 3) (Re)Discover Burggræve's 8 Marketing Fundamentals 4) Speak Better Wall Street - discover Alpha M - the world's first ever marketing model

The Failure of the Muslim Brotherhood in the Arab World Nawaf Obaid 2020-01-31 This book is an indispensable resource for anyone looking to understand the Muslim Brotherhood, Qatar's role in promoting the group, and the ideological, social, and religious factors that have led to its ultimate failure. The book

begins by looking at the birth of the Muslim Brotherhood (MB) in 1928 in Egypt. It then traces its ideology and expansion via the various affiliate organizations in the Arab world as well as its international presence up to the present day. Throughout this historical analysis, evidence is presented linking the MB again and again to political violence and a lack of a coherent policy. The book weaves into this history the influence of Qatari support, a clarification of the division between true Salafism and the MB's radical ideology, an explanation of how Jamal Khashoggi was a living metaphor for this misunderstanding, and the role the MB has played in various revolutionary movements throughout the Middle East. The book concludes with a current geopolitical outlook on the MB itself and the Arab world in which it resides. The book is extensively sourced with first-hand primary source quotes from numerous exclusive personal interviews conducted by the author, both with experts on the subject and officials in the region. Provides a detailed account of the Muslim Brotherhood's history and its affiliates in every relevant country Fully documents Qatar's support for the Muslim Brotherhood and the nature of the current boycott against it led by Saudi Arabia Gives a novel perspective on the Muslim Brotherhood's ideology via a chapter-long discussion of Salafism Offers a candid, personal look at Jamal Khashoggi's struggle with his loyalty to the Muslim Brotherhood (MB) and Saudi Arabia and shows how this serves as a metaphor for the MB and its members

Foundations of Marketing William M. Pride 2021-03-03 Gain the understanding you need to address all of the decision areas in marketing practice today with the most current principles of marketing resource -- Pride/Ferrell's FOUNDATIONS OF MARKETING 9E. This edition blends marketing fundamentals with discussions of the latest, emerging topics and contemporary trends reshaping marketing today. You examine the power of market research and analytics and the impact of artificial intelligence on marketing choices. This edition also introduces you to marketing within social media, digital marketing, ethics, globalization and marketing technology interface. Updated intriguing visuals, timely content, real cases and fascinating videos work with the book's inviting presentation to emphasize the importance of what you're learning and to guide you in effectively putting principles into practice in today's fast-paced business world. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Boom Craig Hall 2019-05-14 For decades, the United States has been experiencing a shocking decline in the number of new business startups...and it has gotten worse since the Great Recession. While new business formation in Silicon Valley, New York, and Boston is booming, entrepreneurship in most of the country—particularly rural regions—is declining. Things are even worse for women and people of color. This is of paramount importance to the United States because startups account for all new net job growth, champion innovation and strengthen our middle class. From the perspective of an entrepreneur with more than fifty years of experience in diverse industries—from software, to real estate, to winemaking—author Craig Hall provides his expert evaluation on the challenges facing entrepreneurs today. After careful analysis defining the current environment for startups, Hall optimistically concludes with specific strategies for go-getters to successfully bridge the opportunity gap. We can, and must, reverse these trends in order to level the playing field for entrepreneurs to safeguard the future of the American Dream.

Research Anthology on Modern Violence and Its Impact on Society Management Association, Information Resources 2022-08-12 Violence on both large and small scales has a tremendous impact on society. The causes and impacts of violence have been under study for decades; however, in the modern era, it is important to remain knowledgeable of the current research on violence. As tragic events flood news headlines around the world, it is essential to evaluate violence, its causes, and its impact on society in order to mitigate and prevent violence globally. The Research Anthology on Modern Violence and Its Impact on Society discusses the causes, ideologies, and perceptions of modern violence and examines its impact on society. It presents emerging research on modern violence in multiple dimensions from interpersonal to mass violence. Covering topics such as gun violence, radicalization, and victim-offender overlap, this major reference work is an essential resource for sociologists, politicians, government officials, law enforcement, community leaders, educators and administrators of both K-12 and higher education, students of higher education, psychologists, criminologists, victimologists, researchers, and academicians.

Militant Jihadism Serafettin Pektas 2019-10-15 Scholarly analysis of evolving jihadist organisation, strategies, and operation Jihadist militants keep being a global threat. Many observers suggest that a transformation is likely to happen in their organisation, operation, mobilisation, and recruitment strategies, particularly after the territorial decline of the “Caliphate” of the “Islamic State.” This volume explores different aspects of the future trajectories of militant jihadism and the prospective transformation of this movement in and around Europe. The authors analyse the changing jihadist landscape and networks, and

the societal challenges posed by both returned foreign terrorist fighters and those who have not returned to their countries of origin. Other topics of discussion are cyber jihadism, jihadist financing, women's position in and relevance for contemporary jihadism, the role of prisons in relation to radicalisation and militancy, and the changing theological dynamics. Based on recent empirical research, *Militant Jihadism* offers a solid scholarly contribution to various disciplines that study violence, terrorism, security, and extremism.

World Bank East Asia and Pacific Economic Update, October 2019 World Bank 2019-10-09 Growth in the developing East Asia and Pacific region slowed in the first half of 2019 given weakening global demand and heightened policy uncertainty amid ongoing trade tensions. Steady consumption growth helped to partly offset the effects of weakening exports and investment on growth. The region's growth prospects face intensified downside risks, including further escalation of trade disputes, a sharper-than-expected slowdown in China, the United States and the Euro Area, along with a disorderly Brexit, and an abrupt change in global financing conditions. In some countries, rising indebtedness and other vulnerabilities, such as the constrained capacity for foreign debt rollover, could amplify the negative effects of external shocks. The regional growth moderation underscores the need to address key vulnerabilities and preserve economic dynamism among developing East Asia and Pacific economies. In the short run, countries with sufficient policy space should use available policy tools to stimulate domestic activities. Better quality spending, together with prudent debt management, is needed to safeguard fiscal sustainability. Deepening regional integration would help offset the negative impact of global protectionism. In the medium to long term, pursuing structural reforms that raise competitiveness, support trade and investment, and encourage innovation is critical to boosting productivity and growth.

Chinese Propaganda Seducing the World Jeanne Boden 2019-02-22 *Chinese Propaganda Seducing the World* offers a fascinating analysis of the Chinese Communist Party's use of propaganda to legitimize its position and strengthen its power in China and the world. The author presents a unique insider's view of how political propaganda infiltrates private life in China. Propaganda is also the Party's strongest tool for building China's global power. Thanks to both Chinese and non-Chinese spreading China's national myth, the Communist Party of China is fast seducing people all around the world. Jeanne Boden holds a PhD in Oriental Languages and Cultures (Sinology). In her 30 years of engagement with China, she has assembled an impressive archive of photographs depicting propaganda slogans in places across China, from Jilin in the Northeast to Tibet and Xinjiang in the West, from Beijing in the North to Guangdong in the South. This book presents exclusive photographs, revealing China's extensive use of propaganda, and its deep impact domestically and internationally.

Trumping Obama Matt Margolis 2019-07-30 The Presidency of Barack Obama was characterized by radical policy shifts—the implementation of Obamacare (the first steps toward socialized medicine); unprecedented expansion of the big government regulatory state; the prioritization of pie-in-the-sky environmental concerns over jobs and economic growth; a foreign policy based on secret dealings, appeasement, and “leading from behind”; and a concerted effort to institutionalize political correctness in colleges, high schools, and even elementary schools across the nation. But within the blink of an eye, nearly the entire Obama legacy has been undone before the end of Donald Trump's first term in office. This remarkable book details the scope of the Trump upheaval, exploring the destructive path Obama set the nation toward, how Trump has begun to right the ship...and how much more still needs to be done. Many of the Americans who voted for Donald Trump did so simply to oppose the Clinton machine and to block a continuation of the Obama era. They had little hope or expectation that Trump would make good on his promises to undo the entire Obama agenda. This book not only details how Trump made good on those promises and saved America from Obama's legacy, but also makes the case for why Trump deserves reelection in 2020.

Marketing Research Steve D'Alessandro 2020-06-18 *Marketing Research, 5e* equips students with the knowledge and skills required to successfully undertake marketing research. Combining a solid theoretical foundation with a practical, step-by-step approach, the marketing research process is explored through a learning model that is constantly reinforced throughout the text. Using local and international examples, data sets and case studies to explain traditional marketing research methods, *Marketing Research* also examines new theories and techniques. To reflect emerging industry practices, each stage of research reporting is detailed, as well as a range of presentation methodologies. For analysing data, the text covers both SPSS and Excel outputs. This text is indispensable for students studying marketing research in any business or marketing course. Premium online teaching and learning tools are available on

the MindTap platform. Learn more about the online tools cengage.com.au/mindtap

Problematic Wildlife II Francesco Maria Angelici 2020-05-07 In a world where habitats are constantly changing and the impact of anthropization on the environment is increasingly intense, interactions between human and wildlife are becoming more and more complex. Some species pose problems for human activities while many others need to be helped in order to continue to exist. This book follows the first volume called 'Problematic Wildlife', edited by F.M. Angelici and published by Springer in 2016, which has had considerable success with readers and critics. The volume includes 21 chapters divided into 7 parts devoted specific topics which are approached in a multidisciplinary way. There are both review chapters and specific cases, always bearing in mind the interest for an international audience. The book is useful both for scientists, wildlife specialists, conservationists, zoologists, ecologists, university students, nature managers, and for those who live in contact with wildlife and its problems, such as farmers, shepherds, hunters, urban planners, and staff of parks and nature reserves. Its ultimate goal is to offer scientific and pragmatic approaches to manage each categories of problematic species.

Technology, Innovation and Healthcare Richards, Bernadette J. 2022-02-15 This timely book emphasizes the importance of regulation in enabling and channelling innovation at a time when technology is increasingly embedded in healthcare. It considers the adequacy of current regulatory approaches, identifying apparent gaps, risks and liabilities, and discusses how these might be collectively addressed. The authors present possible solutions that balance the protection and promotion of public trust in healthcare against enabling technological progress and disruptive innovation.

Countermeasures for Aerial Drones Garik Markarian 2020-11-30 This comprehensive resource explains the development of UAVs, drone threats, counter-UAV systems, and strategies to handle UAVs, focusing on the practical aspects of counter-unmanned aerial vehicle (UAV) systems and technologies. Theory, technical and operational practice with insights from industry and policing are covered, and the full rogue drone threat landscape and counter-drone technologies and systems is explored. The book provides insight into counter-drone strategy, developing effective counter-drone strategies and measures, as well as counter-drone programs and the regulatory frameworks governing the use of drones. It includes analysis of future drone and counter-drone challenges and highlights ongoing research and innovation activities and an examination of future drone technologies. Written by authors who have extensive academic, research, innovation, technical, industry and police operational investigative expertise at international level, this book is useful for the aviation sector, law enforcement and academia.

Disinformation in the Global South Herman Wasserman 2022-04-19 A timely and incisive exploration of disinformation and its impact in the Global South In Disinformation in the Global South, media and communications scholars Herman Wasserman and Dani Madrid-Morales deliver a unique and geographically diverse collection of perspectives on the phenomenon of disinformation as it manifests in the Global South. In many parts of the Global South, coordinated political disinformation campaigns, rumor, and propaganda have long been a part of the social fabric, even before disinformation has become an area of scholarship in the Global North. The way disinformation manifests in this region, and responses to it, can therefore be highly instructive for readers around the world. Through case studies and comparative analyses, the book explores the impact of disinformation in Africa, Latin America, the Arab World and Asia. The chapters in this book discuss the similarities and differences of disinformation in different regions and provide a broad thematic overview of the phenomenon as it manifests across the Global South. After analyzing core concepts, theories and histories from Southern perspectives, contributors explore the experiences of media users and the responses to disinformation by various social actors drawing on examples from a dozen countries. Disinformation in the Global South also includes: A thorough introduction to Southern perspectives on national histories, theories of disinformation, and research methods in disinformation studies Global case studies of cultures of disinformation, including ethnographic insights into how audiences engage with disinformation Comprehensive explorations of responses to online and offline disinformation, including discussions of news literacy and the management of disinformation A valuable resource for scholars of disinformation everywhere, as well as senior undergraduate and graduate students in courses covering transnational or global perspectives to communication studies, Disinformation in the Global South is also an ideal reference for anyone studying or working in media or journalism.

Race and the Power of Sermons on American Politics

R. Khari Brown 2021-09-15 How race influences religious engagement in politics

Acquiring Modernity Paul B. Paolucci 2019-07-22 Acquiring Modernity examines the modern world's central features, from historical origins to recent events. Combining classic models, recent scholarship, and contemporary developments, its topics include science, colonialism, class inequalities, education, religion, politics, racism, sexism, the environment, and economic crises.

Teaching Surrounded by Smart Phones Dinesh Kant Kumar 2019-11-18 This book explores how smartphones affect teaching activities, students' behavior, and learning outcomes. The Internet and smartphones are a very recent phenomenon and are evolving very rapidly, and new devices, software apps and methodologies that may upset previous understandings are emerging on a regular basis. Based on the latest research, this book shares various current perspectives and encourages continuing dialog to allow the education community to react in a timely manner to any new developments, and as such improve classroom outcomes.

Journalism, fake news & disinformation Ireton, Cheryl 2018-09-17

A President's Daily Brief: Year 2 Micah Fisher-Kirshner

What was daily life under the Trump presidency really like?

An accessible ebook with short, thematic entries showing the corruption of the Trump presidency, A President's Daily Brief, Year 2: The Day-by-Day Lurch of Trump's Norm-Breaking Presidency is the second in Micah Fisher-Kirshner's series, representing the second year of Trump's time in power and the subversion that occurred. More than a compiled list of significant events that portray Trump as the most corrupt American president, this digestible and scannable read of in-the-moment posts pulled from news outlets and credible sources provides an intimate look at how the administration went about breaking the presidential norms on a daily basis. Readers also will have access to citations to fact-check claims.

This quick read on a Trump presidency that started off with outrage and graduated to righteous indignation is a must-have for those who enjoy history, politics, and government or simply want to read about the most notorious presidency in history.

A President's Daily Brief: Years 1-4 Micah Fisher-Kirshner

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An accessible ebook with short, thematic entries showing the corruption of the entire Trump presidency, A President's Daily Brief, Year 1-4: The Day-by-Day Lurch of Trump's Norm-Breaking Presidency is the full volume of Micah Fisher-Kirshner's series, representing the four years of Trump's time in power and the subversion that occurred. More than a compiled list of significant events that portray Trump as the most corrupt American president, this digestible and scannable read of in-the-moment posts pulled from news outlets and credible sources provides an intimate look at how the administration went about breaking the presidential norms on a daily basis. Readers also will have access to citations to fact-check claims.

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Handbook of Research on Mass Shootings and Multiple Victim Violence Crews, Gordon A. 2019-10-25 The phenomena of mass shootings appear to be on

the rise. Within the past decade, shootings have occurred in schools, religious institutions, concerts, movie theaters, and other public venues, as well as at home in the form of domestic mass shootings. This phenomenon is influenced by factors such as access to guns, mental illness, the desire for fame, revenge from being bullied, and copycat killing to name a few. Mass shootings are a serious problem for society and must be explored further in order to provide preventive solutions. The Handbook of Research on Mass Shootings and Multiple Victim Violence is a pivotal reference source that provides vital research on contributing factors to gun violence, characteristics of shooters and victims, solutions for preventing incidents from occurring, and the impact these shootings have on the community. While highlighting topics such as school safety, cyberbullying, and mental illness, this publication is ideally designed for law enforcement, government officials, psychologists, psychiatrists, sociologists, politicians, policymakers, law makers, academicians, researchers, and students seeking current research on the latest empirical findings of mass shootings in the United States.

Football in the Middle East Abdullah Al-Arian 2022-09-01 Far and away the most popular sport in the world, football has a special place in Middle Eastern societies, and for Middle Eastern states. With Qatar hosting the 2022 FIFA World Cup, this region has been cast into the global footballing spotlight, raising issues of geopolitical competition, consumer culture and social justice. Taking an interdisciplinary approach, this book examines the complex questions raised by the phenomenon of football as a significant cultural force in the Middle East, as well as its linkages to broader political and socioeconomic processes. The establishment of football as a national sport offers significant insight into the region's historical experiences with colonialism and struggles for independence, as well as the sport's vital role in local and regional politics today—whether at the forefront of popular mobilizations, or as an instrument of authoritarian control. Football has also served as an arena of contestation in the formation of national identity, the struggle for gender equality, and the development of the media landscape. The twelve contributions to this volume draw on extensive engagement with the existing body of literature, and introduce original research questions that promise to open new directions for the study of football in the Middle East.

A New History of Tudor England Daniel Bender 2020-04-17 People concerned with the history of education and the history of labor rights bring two premises to the table. First, that the history of education unfolds separately from the history of working class movements, and, second, that an historical period 400 years old is securely confined by the past. Surely the time known as Tudor England, most readers would say, rests in peace as a bygone era? Surely an educational system devised by scholars differs from an economic system operated by large landholders and manorial lords? This book challenges both premises. The Tudor educational system regarded their select class of boys as human capital to be endowed with royalist values, germane to the ruling elite. The notion of students as co-partners in curriculum-making was unthinkable. Mirroring this educational system was a labor system that regarded commoners as dependent economic actors, virtual pawns in capitalist strategy. Tudor laborers were granted the right to work, but had no say in formulating economic policies that affected the core of their working lives. Describing the mirroring relation of two marginalized and voiceless groups, this book confronts the regrettable historical conditions of students, teachers, and workers in a celebrated cultural past: Tudor England. This marginalization of working class and student labor is not a relic from the Tudor past. The political and socioeconomic structures that kept students, teachers and workers from negotiating their own destiny are still active in the 21st century. This text explores the struggle of students, teachers and workers with the Tudor legacies of education and labor. After tracing these transhistorical connections, each essay calls for activism, resistance or reform. Democracy—as Benjamin Franklin explained in the allegory of two wolves and a lamb deciding what to have for lunch—has always called for organized resistance from below. Pursuing that hopeful goal, this book outlines new forms of education and labor strategies. If these are put into practice, the needs, voices, and beliefs of students, teachers, and workers may be recognized and honored by elite leadership.

Success in Social Marketing Nancy R. Lee 2022-07-12 Social marketing, a field first introduced by Philip Kotler and Gerald Zaltman in a pioneering article in the Journal of Marketing in 1971, uses marketing concepts to influence the behaviors of individuals and communities for the greater social good. Now, as the discipline celebrates its 50th anniversary, Success in Social Marketing provides an accessible and comprehensive guide to the field, introducing stories from around the world including public health, injury prevention, environmental protection, community engagement, financial well-being, and education. The 100 case examples contained in this book, each about two pages in length, follow an outline that includes key components of a campaign: Wicked Problem, Purpose & Focus, Priority Audience, Desired Behavior, Audience Insights, Marketing Intervention Mix, and Results. This common structure provides the

reader with a clear sense of how success in social marketing may best be achieved in a wide variety of disciplinary and national contexts. Success in Social Marketing is intended to fill a gap in the market as well as inform and inspire students and practitioners through 100 easily digestible case studies. Issues addressed include public health (opioid use, mental health, COVID-19), injury prevention (gun violence, youth suicide, texting while driving), environmental protection (wildfires, bicycle transportation in urban areas, food waste), community engagement (homelessness, racially motivated violence, voting) financial wellbeing (microfinance, savings, employment), and educational achievement (early childhood education, college applications, female participation in STEM programs), to name but a few. This book is required reading for students enrolled in public administration, public health, environmental studies, as well as policymakers interested in ways social marketing may help influence their constituent behaviors for individual, as well as social, good.

Keep Reforming: China's Strategic Economic Transformation Zhong Xu 2020-10-21 This book is about China's economy transformation. Currently, China's macro-leverage ratio has been effectively controlled, the central market interest rate (one year fixed interest rate) has gone down, and liquidity is now relatively abundant. However, financial institutions are generally reluctant to lend, the local governments are unwilling to act, and the fact that liquidity released by the central bank cannot be effectively transmitted to the real economy is leading to a contraction of credit and higher financing costs for private enterprises. Meanwhile, the downturn in the internal economic cycle has been exacerbated by the external shocks caused by frictions in Sino-US trade, and this set of circumstances has contributed to the polarization of expectations regarding China's real economic prospects and policy trends, as seen, for example, in the questions and discussions about policy trends relevant to the private economy. Indeed, one might claim that the current confusion of expectations even exceeds that of 2008, when the international financial crisis breaks out. From a dialectical perspective, the more pessimistic expectation of economic trend, the easier it is to build consensus on reform, and the more remarkable actual effects of reform, which must be based on a comprehensive understanding of the phased characteristics of China's economic development. In this book, based on the experience working in central bank of China, the author argues that China's policy should focus on internal demand. In the coming period, China needs to persevere in the market orientation, step up reform and opening up, and create a favorable business environment. This book represents the following opinions: First, to reach a common understanding of the medium and high economic growth, and avoid the dream of high growth. Second, to stick to supply-side structural reform, accelerate economic transformation and structural adjustment, and further unleash the reform dividends and growth potential. The long-term and structural problems cannot be attributed to short-term and cyclical problems. Third, the challenges of external shocks could be also regarded as opportunities, which include but not limited to accelerate reform to improve property rights protection, state-owned capital management, corporate governance, income distribution, and social security. Fourth, whenever the trade friction happens, a multilateral framework is always helpful.

Urban Climate Change Adaptation in Developing Countries Mohsen M. Aboulnaga 2019-03-14 This book describes the risks, impacts, measures, actions and adaptation policies that have developed globally as a result of the severe impacts of global climate change. In-depth chapters focus on climate change assessment (CCA) in terms of vulnerabilities and reflection on the built environment and measures and actions for infrastructure and urban areas. Adaptation actions specific to developing countries such as Egypt are presented and illustrated. Global Climate change adaptation projects (CCAPs) in developing countries, in terms of their targets and performance, are presented and compared with those existing CCAPs in Egypt to draw learned lessons. Climate change scenarios 2080 using simulations are portrayed and discussed with emphasis on a case-study model from existing social housing projects in hot-arid urban areas in Cairo; in an effort to put forward an assessment and evaluation of current CCA techniques. This book helps researchers realize the global impacts of climate change on the built environment and economic sectors, and enhances their understanding of current climate change measures, actions, policies, projects and scenarios. Reviews and illustrates the impact of global climate change risks; Provides an understanding of global climate change risks in seven continents; Illustrates policies and action plans implemented at the global level and developing countries' level; Discusses climate change assessment and vulnerabilities with emphasis on urban areas; Presents measures and action plans to mitigate climate change scenarios by 2080.

The College Stress Test Robert Zemsky 2020-02-25 Those interested in and responsible for the fate of these institutions will find in this book a clearly defined set of risk indicators, a methodology for monitoring progress over time, and an evidence-based understanding of where they reside in the landscape of

institutional risk.

21st Century Prometheus Maurizio Martellini 2020-03-11 This book describes the evolving CBRN risk landscape and highlights advances in the “core” CBRN technologies, including when combined with (improvised) explosive devices (CBRNe threats). It analyses how associated technologies create new safety and security risks, challenging certain assumptions that underlie current control regimes. The book also shows how technologies can be enablers for more effective strategies to mitigate these risks. 21st-century safety and security risks emanating from chemical, biological, radiological and nuclear materials – whether resulting from natural events, accidents or malevolent use - are increasingly shaped by technologies that enable their development, production or use in ways that differ from the past. Artificial intelligence, the use of cyberspace, the revolution in the life sciences, new manufacturing methods, new platforms and equipment for agent delivery, hypersonic weapons systems, information tools utilised in hybrid warfare – these and other technologies are reshaping the global security environment and CBRN landscape. They are leading to a growing potential for highly targeted violence, and they can lead to greater instability and vulnerability worldwide. At the same time, technology offers solutions to manage CBRN risks. Examples are faster detection, more accurate characterisation of the nature and origin of CBRN agents, new forensic investigation methods, or new medical treatments for victims of CBRN incidents. New educational concepts help to foster a culture of responsibility in science and technology and strengthen governance. New training methods help develop practical skills to manage CBRN risks more effectively. The book concludes that there is a growing need for a holistic framework towards CBRN risk mitigation. Traditional arms control mechanisms such as global, regional or bilateral treaties and export controls are still needed, as they provide a necessary legal and institutional framework. But laws and technology denial alone will not suffice, and institutional mechanisms can at times be weak. Given the pace of technological progress and the diffusion of critical knowledge, tools and materials, policymakers must accept that CBRN risks cannot be eliminated altogether. Instead, society has to learn to manage these risks and develop resilience against them. This requires a “softer”, broadly based multi-stakeholder approach involving governments, industry, the research and development communities, educators, and civil society. Furthermore, educating policymakers that cutting-edge technologies may seriously affect global strategic stability could create incentives for developing a more creative and contemporary arms control strategy that fosters cooperation rather than incremental polarisation.

Women Who Changed the World: Their Lives, Challenges, and Accomplishments through History [4 volumes] Candice Goucher 2022-01-24 Women Who Changed the World: Their Lives, Challenges, and Accomplishments through History features 200 biographies of notable women and offers readers an opportunity to explore the global past from a gendered perspective. The women featured in this four-volume set cover the full sweep of history, from our ancestral forbearer “Lucy” to today’s tennis phenoms Venus and Serena Williams. Every walk of life is represented in these pages, from powerful monarchs and politicians to talented artists and writers, from inquisitive scientists to outspoken activists. Each biography follows a standardized format, recounting the woman’s life and accomplishments, discussing the challenges she faced within her particular time and place in history, and exploring the lasting legacy she left. A chronological listing of biographies makes it easy for readers to zero in on particular time periods, while a further reading list at the end of each essay serves as a gateway to further exploration and study. High-interest sidebars accompany many of the biographies, offering more nuanced glimpses into the lives of these fascinating women.

Progress of the World’s Women 2019 United Nations Women 2019-06-26 The 2019 edition of Progress of the World’s Women is an extensive assessment of the reality of families today. The report brings together global, regional and national data, and in-depth analysis about core issues of concern, including family laws, income and employment, unpaid care work, violence against women, and families and migration, among others. This landmark report proposes a comprehensive agenda for laws, economic and social policies, and public action to ensure gender equality within families and to accelerate women’s rights and empowerment, which benefits us all.

Internet in Russia Sergey Davydov 2020-03-13 This book presents an interdisciplinary analysis of the Internet in Russia and its impact on various aspects of social life. The contributions discuss topics such as the features of the Russian media system and digitization processes, the history of the Runet, national Internet markets and the Internet economy, as well as legal aspects. By presenting the results of relevant case studies, it illustrates the process of integrating the Russian segment of the Internet into the international system, offering insights into various country-specific features of the Runet’s functioning and

development. The first part of the book focuses on the Internet in the context of development of the Russian media system with respect to historical features and digital inequalities. The second part then discusses economic and legal aspects of the Runet, while the third and the fourth parts offer an analysis of digital culture, including the role of journalism and regional diversities as well as online representations and discussions. The chapter "Runet in Crisis Situations" is available open access under a CC BY 4.0 license at link.springer.com.

Reluctant Reception Kelsey Norman 2020-11-12 An original, comparative analysis of the politics of asylum seeking and migration in the Middle East and North Africa, using Egypt, Morocco and Turkey to explore why, and for what gain, host states treat migrants and refugees with indifference.

The Power of Citizen Seismology: Science and Social Impacts Remy Bossu 2021-01-04

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