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Example with a free DVD of video case studies.

This textbook provides students with real-world social marketing case studies from different countries and regions around the world, taking learners from classroom theory to practice. The primary objective is to clearly portray to students distinct, identifiable steps that are essential for successful social marketing campaigns. Core social marketing practices are applied to each case to help students master social marketing principles and apply them to their own real world social marketing activities in order to affect positive social change. This textbook first provides the tools necessary to understand the effective application of social marketing, and then offers 24 case studies exemplifying effective social marketing efforts from all around the world.

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Specifically, Part I clearly and concisely explains the principles of social marketing in five chapters: □ Upstream vs. downstream social marketing, SWOT, competition □ Fundamentals of social marketing, ethics □ Formative and Evaluative Research □ Theories applied in social marketing □ A historical perspective on social marketing Part II features 24 social marketing case studies that demonstrate the application of social marketing principles. All 24 cases follow a consistent structure that includes: □ Background □ Positioning □ SWOT □ Research □ Objectives □ The 4 P's □ Target audience □ Evaluation □ Barriers and benefits □ Discussion □ Competition This format allows for students and professors to easily and effectively select individual cases and compare between cases. This textbook also allows instructors to encourage critical thinking by having

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students compare and contrast not only the cases themselves, but the applications used. In addition, teaching guides with answers to discussion questions, suggestions for activities inside and outside of the classroom and further readings are available to assist professors in teaching from this book.

This handbook was designed to provide up-to-date and practical guidance on national health planning and strategizing for health. It establishes a set of best practices to support strategic plans for health and represents the wealth of experience accumulated by WHO on national health policies, strategies, and plans (NHPSPs). WHO has been one of the leading organizations to support countries in the development of NHPSPs. The focus on improving plans has grown in recent years in recognition of the benefits of anchoring

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Example Ysis a strong national health sector in a written vision based on participation, analysis, and evidence.

Prepared under the auspices of the International Council of Nurses (ICN), this first volume provides a comprehensive overview of the rapidly emerging field of advanced nursing practice. It addresses central issues in the role and practice development that are fundamental to defining and differentiating the nature of this field. Topics include defining the role, role characteristics, scope of practice, education, regulation and research. Obstacles to and facilitators of that role are addressed and include ethical questions arising in the context of practice development. With an international focus, this volume examines international developments in the field, as reflected in country-specific case studies and

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Example Factors examples. It offers a valuable resource for advanced practice nurses, educators and administrators at healthcare institutions.

The third edition of the original full-length handbook which caters to the specific needs of work-based learners. Compiled by work-based learning experts, this hands-on guide helps new learners to successfully navigate academia and get the most out of their university experience. Chapters show students how to make the most of learning opportunities at university and at work, and how to move from individual to organisational learning. Real-life case studies, useful tips and reflective activities are embedded throughout to enrich students' learning experience. This is the essential companion for all students on work-based learning degrees and degree apprenticeships across a range of

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disciplines, including business and management, health and social care, law, sport and exercise science and tourism. It will also be an invaluable resource for work-based learning tutors, workplace supervisors and organisations with an interest in work-based learning. New to this Edition: - Contains two new research methods chapters on planning practitioner projects and undertaking projects at work - Features new material on workplace ethics

The first two editions of the Handbook of Human Performance Technology helped define the rapidly growing and vibrant field of human performance technology - a systematic approach to improving individual and organizational performance. Exhaustively researched, this comprehensive sourcebook not only updates key foundational chapters on organizational change,

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evaluation, instructional design, and motivation, but it also features breakthrough chapters on "performance technology in action" and addresses many new topics in the field, such as certification, Six Sigma, and communities of practice. Boasting fifty-five new chapters, contributors to this new edition comprise a veritable "who's who" in the field of performance improvement, including Geary Rummler, Roger Kaufman, Ruth Clark, Allison Rossett, Margo Murray, Judith Hale, Dana and James Robinson, and many others. Praise for the third edition of the Handbook of Human Performance Technology "If you are in the business of trying to improve organizational performance, this Handbook should be the first place you look for answers to questions about human performance technology." - Joseph J.

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Durzo, CPT, Ph.D., senior vice president and chief learning officer, Archstone-Smith

"This newest edition of the Handbook provides an unparalleled, all-encompassing survey of the latest theory and its practical application in this emergent field. This book is a must-have reference for any professional wishing to systematically improve performance within their organization." - Weston McMillan, CPT, manager, training and development, eBay Inc. "An invaluable, engaging resource for anyone charged with improving workplace performance. It not only provides the background and foundations of our profession, but more importantly, it also provides the most up-to-date descriptions of how to apply HPT to drive results." - Rodger Stotz, CPT, vice president and managing consultant, Maritz Inc. "This book is filled with insights--both for those who are new to the

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Example Factors are field and also for those who are experienced. It offers concrete advice and examples on how to use HPT to impact business results and how to work successfully within organizations." - Anne Marie Laures, CPT, director, learning services, Walgreen Co. "The Handbook contains many of the secrets for improving the performance of individuals, groups, and organizations." - Robert F. Mager, author, Analyzing Performance Problems and How to Turn Learners On...Without Turning Them Off

Having read this book: You will have a basic understanding of strategy and the process of strategic management. You will know the most important strategy tools (incl. the respective original literature) and how they interact. You will be aware of the focal areas and considerations of strategy in practice. You will be able to

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analyze and interpret business information with regard to the underlying strategic notions.

This open access book focuses on both the theory and practice associated with the tools and approaches for decisionmaking in the face of deep uncertainty. It explores approaches and tools supporting the design of strategic plans under deep uncertainty, and their testing in the real world, including barriers and enablers for their use in practice. The book broadens traditional approaches and tools to include the analysis of actors and networks related to the problem at hand. It also shows how lessons learned in the application process can be used to improve the approaches and tools used in the design process. The book offers guidance in identifying and applying appropriate approaches and tools to design plans, as well as advice on

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implementing these plans in the real world. For decisionmakers and practitioners, the book includes realistic examples and practical guidelines that should help them understand what decisionmaking under deep uncertainty is and how it may be of assistance to them. **Decision Making under Deep Uncertainty: From Theory to Practice** is divided into four parts. Part I presents five approaches for designing strategic plans under deep uncertainty: Robust Decision Making, Dynamic Adaptive Planning, Dynamic Adaptive Policy Pathways, Info-Gap Decision Theory, and Engineering Options Analysis. Each approach is worked out in terms of its theoretical foundations, methodological steps to follow when using the approach, latest methodological insights, and challenges for improvement. In Part II, applications of each of these approaches are presented. Based on recent

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case studies, the practical implications of applying each approach are discussed in depth. Part III focuses on using the approaches and tools in real-world contexts, based on insights from real-world cases. Part IV contains conclusions and a synthesis of the lessons that can be drawn for designing, applying, and implementing strategic plans under deep uncertainty, as well as recommendations for future work. The publication of this book has been funded by the Radboud University, the RAND Corporation, Delft University of Technology, and Deltares.

The spread of the Internet into all areas of business activities has put a particular focus on business models. The digitalization of business processes is the driver of changes in company strategies

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Example Ystructure alike. This textbook provides a structured and conceptual approach, allowing students and other readers to understand the commonalities and specifics of the respective business models. The book begins with an overview of the business model concept in general by presenting the development of business models, analyzing definitions of business models and discussing the significance of the success of business model management. In turn, Chapter 2 offers insights into and explanations of the business model concept and provides the underlying approaches and ideas behind business models. Building on these foundations, Chapter 3 outlines the fundamental aspects of the digital economy. In the following chapters the book examines various core models in the business to consumer (B2C) context. The chapters follow a 4-C

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approach that divides the digital B2C businesses into models focusing on content, commerce, context and connection. Each chapter describes one of the four models and provides information on the respective business model types, the value chain, core assets and competencies as well as a case study. Based on the example of Google, Chapter 8 merges these approaches and describes the development of a hybrid digital business model. Chapter 9 is dedicated to business-to-business (B2B) digital business models. It shows how companies focus on business solutions such as online provision of sourcing, sales, supportive collaboration and broker services. Chapter 10 shares insight into the innovation aspect of digital business models, presenting structures and processes of digital business model innovation. The book is rounded out by a comprehensive case study on

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Example/Alphabet that combines all aspects of digital business models. Conceived as a textbook for students in advanced undergraduate courses, the book will also be useful for professionals and practitioners involved in business model innovation, and applied researchers.

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