

## Pinpoint How Challenging The Norm Is The Only Route To Success In Selling Sponsorship

Conduct problems, particularly oppositional defiant disorder (ODD) and conduct disorder (CD), are the most common mental health problems affecting children and adolescents. The consequences to individuals, families, and schools may be severe and long-lasting. To ameliorate negative outcomes and ensure the most effective treatment for aggressive and antisocial youth, early diagnosis and evidence-based interventions are essential. *Clinical Handbook of Assessing and Treating Conduct Problems in Youth* provides readers with both a solid grounding in theory and a comprehensive examination of the evidence-based assessment strategies and therapeutic practices that can be used to treat a highly diverse population with a wide range of conduct problems. It provides professional readers with an array of evidence-based interventions, both universal and targeted, that can be implemented to improve behavioral and social outcomes in children and adolescents. This expertly written resource: Lays the foundation for understanding conduct problems in youth, including epidemiology, etiology, and biological, familial, and contextual risk factors. Details the assessment process, with in-depth attention to tools, strategies, and differential diagnosis. Reviews nine major treatment protocols, including Parent-Child Interaction Therapy (PCIT), multisystemic therapy (MST) for adolescents, school-based group approaches, residential treatment, and pharmacotherapy. Critiques the current generation of prevention programs for at-risk youth. Explores salient issues in working effectively with minority youth. Offers methods for evaluating intervention programs, starting with cost analysis. This volume serves as a one-stop reference for all professionals who seek a solid grounding in theory as well as those who need access to evidence-based assessment and therapies for conduct problems. It is a must-have volume for anyone working with at-risk children, including clinical child, school, and developmental psychologists; forensic psychologists; social workers; school counselors and allied professionals; and medical and psychiatric practitioners.

Crowd behavior is one of the most colorful but least understood forms of human social behavior. This volume is a major contribution to the field of collective behavior, with implications for social movement analysis. McPhail's critical assessment of the major theories of crowd behavior establishes that, whatever their particular limitations and strengths, all share a general and serious flaw: their explanations were developed without prior examination of the behaviors to be explained. Drawing on a wide range of empirical studies that include his own careful field work, the author offers a new characterization of temporary gatherings. He presents a life cycle of gatherings and a taxonomy of forms of collective

behavior within gatherings, as well as combinations of these forms and gatherings into larger events, campaigns and waves. McPhail also develops a new explanation for various ways in which purposive actors construct collective actions. Volume IV of *The Handbook of Systemic Family Therapy* considers family-level interventions for issues of global public health. Information on the effectiveness of relational treatment is included along with consideration of the most appropriate modality for treatment. Developed in partnership with the American Association for Marriage and Family Therapy (AAMFT), it will appeal to clinicians, such as couple, marital, and family therapists, counselors, psychologists, social workers, and psychiatrists. It will also benefit researchers, educators, and graduate students involved in CMFT. In her latest book, bestselling author Ann Lewin-Benham describes eight techniques that foster intentional and reflective classroom practice. She presents over 70 novel exercises to help teachers learn to use body, face, hands, voice, eyes, and word choices to precisely convey meaning. Some exercises are for teachers to practice, while others build intention and reflection in children. Dozens of scenarios from typical classroom situations contrast unintentional and intentional teaching behaviors. A self-assessment enables teachers to measure how intentional and reflective they become as they learn to use the eight techniques. This lively and often humorous resource is a companion to Lewin-Benham's *Twelve Best Practices for Early Childhood Education*, which explains what to teach and why. This new book explains how to teach. Book Features: Shows teachers how to incorporate the body's micro-actions in their teaching. Presents "mindfulness" techniques, the leading edge in psychotherapy. Includes scenarios that show the impact words have on children. Explains the relation between up-to-the-minute brain research and the techniques presented. Unpacks the effectiveness of the Reggio Approach to teaching. "Whether you have never stepped into a classroom as a teacher, or whether (like me) you have taught various subjects at various ages for decades, you cannot fail to learn from this book." —From the Foreword by Howard Gardner, professor of cognition and education at the Harvard Graduate School of Education "With her eight essential techniques, Lewin clearly and beautifully captures the essence of the decisionmaking dynamics from which effective teaching and learning environments emerge." —Carol Brunson Day, Board President 2014–2016, NAEYC

*Racism and Ethnicity: Global Debates, Dilemmas, Directions* examines in detail the theories, histories and principal debates of race, racism and ethnicity within a global context. The text offers critical evaluation of the work of major figures from Du Bois to Goldberg, and presents new research on pre-modern racisms, contemporary scientific racisms, racist violence, racism reduction, ethnicity in the UK and European patterns of exclusion and discrimination. Richly illustrated throughout with examples and case studies drawn from across the world and time, the book also offers a range of in-text features to aid study, including: chapter summaries, key concept boxes, chapter activities and further reading. Racism

and Ethnicity: Global Debates, Dilemmas, Directions will be core reading for students at all levels across the social sciences and the humanities ranging from history and cultural studies through sociology to political and policy analysis. It will also be of significant interest to researchers and policy makers in a range of fields.

What is the role of a professor? How does someone achieve professorial status? What do non-professorial colleagues think about professors? How do professors themselves perceive their roles? What are the bases of these perceptions, and what are their implications for the professoriate's evolving role both within the neoliberal university, and in the approaching post-neoliberal era? *Professors as Academic Leaders* draws on a wealth of data not only to explore what it is to be a professor but also to consider how professors are perceived by others. Linda Evans presents the findings from four studies, with a combined data base of over 2,400 questionnaire responses and over 90 interview transcripts, and discusses their implications for the future development of the UK-based professoriate and academic leadership in higher education. She analyses the concepts of leadership and of professionalism, and illustrates how, in trying to meet people's expectations of them, professors' 'enacted' professionalism is shaped by the professionalism that others demand of them. Professorship is revealed to be demanding, at times stressful and morale-sapping, and at times exhilarating and rewarding. Linda Evans questions whether universities are making best use of their most senior academics, and proposes ways of refashioning professorship.

Electromyography (EMG) is a diagnostic modality that offers enormous value to the investigation of neuromuscular disease. It is able to quickly identify abnormalities which, if they have to be identified by other means, require more expensive or more painful methods of investigation, such as muscle biopsy. However, despite its diagnostic/prognostic value, electromyography is often avoided in children, often due to the misconception that the investigation is too painful or too difficult to be performed in paediatric patients. *Paediatric Electromyography* will attempt to dispel many of the misconceptions about paediatric EMG by drawing on the author's extensive experience in treating patients using this technique at the Great Ormond Street Hospital for Children. The book includes a very clear and well illustrated description of the basic neurophysiology essential to any person practising EMG, and the differences in the performance and interpretation of the tests in children are highlighted.

There is order on the internet, but how has this order emerged and what challenges will threaten and shape its future? This study shows how a legitimate order of norms has emerged online, through both national and international legal systems. It establishes the emergence of a normative order of the internet, an order which explains and justifies processes of online rule and regulation. This order integrates norms at three different levels (regional, national, international), of two types (privately and publicly authored), and of different character (from *ius cogens* to technical

standards). Matthias C. Kettemann assesses their internal coherence, their consonance with other order norms and their consistency with the order's finality. The normative order of the internet is based on and produces a liquefied system characterized by self-learning normativity. In light of the importance of the socio-communicative online space, this is a book for anyone interested in understanding the contemporary development of the internet. This is an open access title available under the terms of a CC BY-NC-ND 4.0 International licence. It is offered as a free PDF download from OUP and selected open access locations.

New innovations are created every day, but today's business leaders are focused on finding disruptive innovations which are cheaper and lower performing than upmarket technologies. They create new markets, and challenge the status quo of existing technological thinking creating uncertainty both in the future of the innovation and the outcome of the market upheaval. Disruptive innovation is an influential innovation theory in business, but how does it affect the law? Several of these technologies have brought new ways for individuals to deal with copyright works while disrupting existing market expectations, while their ability to spawn social norms has presented challenges for legislation. Considering disruptive innovation as a class, this book examines innovations that have impacted copyright in the past, what lessons can be learned from how the law interacted with them, and how the law can successfully deal with them going forward. Creating comprehensive guidance that can be used when faced with disruptive innovations with the aim of more successful legislation, it considers whether copyright law itself has been disrupted through these innovations. Exploring whether disruptive innovations as a class have unique properties that necessitate action by legislators and whether these properties have the possibility to disrupt the law itself, this book theorises how the law should deal with disruptive innovations in general, going beyond a discussion of the regulation of specific innovations to develop a framework for how law makers should deal with disruptive innovations when faced by one.

This book analyses the diffusion of norms concerning gender-based violence and gender mainstreaming of aid and trade between the EU, South America and Southern Africa. Norm diffusion is conceptualized as a truly multidirectional and polycentric process, shaped by regional governance and resulting in new geometries of transnational activism.

NEW - the leading book in its field now fully updated and revised! Click here to access two FREE sample chapters! An Essential resource for all hematologists, oncologists, pathologists, pediatricians, immunologists and all others interested in this dynamic area of medicine! Why you should buy this book.... Extensive coverage of subject area - from the scientific basis to the view of the future Includes all experimental research and clinical application Combined the knowledge and expertise of over 170 international specialists Clear structure and layout Over 500 illustrations, including a colour plate section Why buy the NEW edition..... New and fully revised to reflect the latest developments in this fast

moving field 10 new chapters, covering some of the latest developments - see below for the complete tables of content

The hospitality and tourism sector is a large and rapidly expanding industry worldwide, and can rightfully be described as a vehicle of globalisation. Hotels are among the cornerstones of the industry often drawing workers from the most vulnerable segments of multicultural labour markets, accommodating and entertaining tourists and business travelers from around the world. This book explores the organisation of work, worker identities and worker strategies in hotel workplaces, as they are located in heterogeneous labour markets being changed by processes of globalisation. It uses an explicitly geographical approach to understand how different groups of workers experience and respond to challenges in the hospitality industry, and is based on recent theoretical debates and empirical research on hotel workplaces in cities as different as Oslo, Goa, London, Las Vegas and Toronto. A multi-scalar analysis is taken where concrete worker bodies and their physical, emotional and embodied labour are seen in relation to, among other aspects: the regulation of national and regional labour markets, city governments with global city ambitions, and global corporate actors and labour migration patterns. The book sheds light on the hotel workplace as a hierarchical and fragmented social space as well as addressing questions on worker mobility, the fragmentation of work, scales of organisation and how workers can help shape the regulation of their industry. This timely volume brings together contributions from international academics and is valuable reading for all those interested in hospitality, tourism, human geography and globalisation.

This book explores the new Greek exoticism by examining political and cultural mechanisms that contribute to Greece's image and self-image construction. The contributions shed light on the subject from different perspectives, including political science, history of ideas, sociology, cultural studies, and art criticism. In the first part, the book provides a historical review with a focus on philhellenism, perceptions of antiquity and modernity, and the evolution of Greece as an idea. The second part looks at the current Greek crisis and analyses ideological, political and cultural aspects and stereotypes that contributed to the formation of contemporary Greek culture. The third and final part discusses notions such as aestheticism, idealism and pragmatism, and deconstructs narrations of Greece through artistic media, such as films and exhibitions, which present a new oriental Utopia.

This book constitutes late breaking papers from the 22nd International Conference on Human-Computer Interaction, HCII 2020, which was held in July 2020. The conference was planned to take place in Copenhagen, Denmark, but had to change to a virtual conference mode due to the COVID-19 pandemic. From a total of 6326 submissions, a total of 1439 papers and 238 posters have been accepted for publication in the HCII 2020 proceedings before the conference took place. In addition, a total of 333 papers and 144 posters are included in the volumes of the proceedings published after the conference as "Late Breaking Work" (papers and posters). These contributions address the latest research and

development efforts in the field and highlight the human aspects of design and use of computing systems. The 54 late breaking papers address topics such as Interaction, Knowledge and Social Media.

Daytime soap operas. Evening news. Late-night talk shows. Television has long been defined by its daily schedule, and the viewing habits that develop around it. Technologies like DVRs, iPods, and online video have freed audiences from rigid time constraints—we no longer have to wait for a program to be "on" to watch it—but scheduling still plays a major role in the production of television. Prime-time series programming between 8:00 and 11:00 p.m. has dominated most critical discussion about television since its beginnings, but *Beyond Prime Time* brings together leading television scholars to explore how shifts in television's industrial practices and new media convergence have affected the other 80% of the viewing day. The contributors explore a broad range of non-prime-time forms including talk shows, soap operas, news, syndication, and children's programs, non-series forms such as sports and made-for-television movies, as well as entities such as local affiliate stations and public television. Importantly, all of these forms rely on norms of production, financing, and viewer habits that distinguish them from the practices common among prime-time series and often from each other. Each of the chapters examines how the production practices and textual strategies of a particular programming form have shifted in response to sweeping industry changes, together telling the story of a medium in transition at the beginning of the twenty-first century. Contributors: Sarah Banet-Weiser, Victoria E. Johnson, Jeffrey P. Jones, Derek Kompare, Elana Levine, Amanda D. Lotz, Jonathan Nichols-Pethick, Laurie Ouellette, Erin Copple Smith

Reinvent public schools with proven, innovative practices Our homes, communities, and the world itself need the natural assets our children bring with them as learners, and which they often lose over time on the assembly line that pervades most of the public education system today. We see no actions as more important in school than developing, supporting, and reinforcing children's sense of agency, the value of their voices, and their potential to influence their own communities. In *Timeless Learning*, an award-winning team of leaders, Chief Technology Officer Ira Socol, Superintendent Pam Moran, and Lab Schools Principal Chad Ratliff demonstrate how you can implement innovative practices that have shown remarkable success. The authors use progressive design principles to inform pathways to disrupt traditions of education today and show you how to make innovations real that will have a timeless and meaningful impact on students, keeping alive the natural curiosity and passion for learning with which children enter school. Discover the power of project-based and student-designed learning Find out what "maker learning" entails Launch connected and interactive digital learning Benefit from the authors' "opening up learning" space and time Using examples from their own successful district as well as others around the country, the authors create a deep map of the processes necessary to move from schools in which content-driven, adult-determined teaching has been the traditional norm to new learning

spaces and communities in which context-driven, child-determined learning is the progressive norm.

Selling sponsorship is one of the most effective and profitable strategic business tools for any organisation. Whether you oversee a billion-dollar corporation, a medium-sized charity, a local arts council, or even a neighborhood children's football team, sponsorship needs to be part of your revenue and marketing mix. Not only does sponsorship bring in money, but it also drives engagement in a way that traditional marketing can't. Businesses, sports teams, music festivals, conferences, live events, small clubs and groups, nonprofits, and start-ups have all begun to realise the power of commercial collaboration and what those partnerships can deliver to their bottom line. But there's a catch. Selling sponsorship in today's landscape requires a different approach and some specialised knowledge that isn't readily available. This book will show you the pitfalls to avoid to ensure that virtually anyone can succeed.

The book revives literary theory, which was popular at the end of the 20th century, with the purpose of showing how useful it is in the current century in opening the minds of students to the dangers of claiming to have a fixed identity. The book shows that in Western cultures identity is a construct that always sees individuals as lacking something (being fallen) that can be retrieved or gained at the expense of an Other, an adversary seen as standing in the way of identity fulfillment. The book shows the history of "fallenness" through an analysis of Melville's *Billy Budd*, Faulkner's *Absalom, Absalom!*, Pynchon's *The Crying of Lot 49*. It also shows ways to heal identity through an analysis of Toni Morrison's *Beloved* and Rudolfo Anaya's *Tortuga*.

Border walls permeate our world, with more than thirty nation-states constructing them. Anthropologists Margaret E. Dorsey and Miguel Díaz-Barriga argue that border wall construction manifests transformations in citizenship practices that are aimed not only at keeping migrants out but also enmeshing citizens into a wider politics of exclusion. For a decade, the authors studied the U.S.-Mexico border wall constructed by the Department of Homeland Security and observed the political protests and legal challenges that residents mounted in opposition to the wall. In *Fencing in Democracy* Dorsey and Díaz-Barriga take us to those border communities most affected by the wall and often ignored in national discussions about border security to highlight how the state diminishes citizens' rights. That dynamic speaks to the citizenship experiences of border residents that is indicative of how walls imprison the populations they are built to protect. Dorsey and Díaz-Barriga brilliantly expand conversations about citizenship, the operation of U.S. power, and the implications of border walls for the future of democracy.

The Coordinating Council for Women in History evolved from a cohort of women historians who turned their scholarly focus to the recovery of women's experiences. In so doing, they created and legitimated the field of women's history. The contributors to this volume, former CCWH officers, mark the 30th anniversary of the organization while commemorating three decades of feminist activism and scholarship. Recording the diverse paths women have taken to become historians, the essays contained in this book describe how a particular group of women negotiated the often competing demands of being a woman, a professional, and a political activist from the turbulent 1960s through the challenges of the 1990s. But beyond the celebration of personal and professional progress, this collection contributes to the emerging historiography of women's history and the literature on women in

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The book questions the classic idea of self-determination – the right to self-determination is a right of peoples, not of minorities – by examining the content of the right to self-determination and the content of minority rights. Self-determination has four dimensions: the political, the economic, the social and the cultural dimensions. Minorities have minority rights that touch on most aspects of life as a member of a minority. If there is an overlap between minority rights and the different dimensions of self-determination, the concept that the right to self-determination is only applicable to peoples loses credibility. No global and general conclusion is envisaged; there are restrictions in place. The work is limited to the European framework and is further restricted to classic minorities. The argument is based on a legitimacy and justice approach. The analysis in this book shows that some minority rights overlap with the different dimensions of internal self-determination. In short, classic minorities in Europe have a right to internal self-determination.

This book is about power in welfare encounters. Present-day citizens are no longer the passive clients of the bureaucracy and welfare workers are no longer automatically the powerful party of the encounter. Instead, citizens are expected to engage in active, responsible and coproducing relationships with welfare workers. However, other factors impact these interactions; factors which often pull in different directions. Welfare encounters are thus influenced by bureaucratic principles and market values as well. Consequently, this book engages with both Weberian (bureaucracy) and Foucauldian (market values/NPM) studies when investigating the powerful welfare encounter. The book is targeted Academics, post-graduates, and undergraduates within sociology, anthropology and political science.

Elements of Effective Governance: Measurement, Accountability and Participation is one of the first books to explore the relationship between accountability, government performance, and public participation. It discusses two main assumptions: greater accountability leads to better performance; and the more the public is involved in the measurement of government performance, the more they can hold government accountable for its performance. Presenting an introduction to each topic, this book provides a thorough understanding of theories, concepts, and practices. The beginning sections explore the basics of performance measurement, look at public sector accountability, and examine the rationale for and against direct citizen participation. The later sections provide an integrated discussion of performance measurement, accountability, and citizen participation and demonstrate how the strategic alignment of these critical concepts can lead to more effective governance. The final section incorporates in-depth case studies of a variety of efforts to implement performance measurement, hold individuals and organizations accountable for results, and involve the public in the deliberative process. Through theoretical and practical discussions, this book highlights the importance of, as well as the challenges associated with, government performance, accountability, and citizen participation. By combining these components under one cover, this book demonstrates the importance of their mutually reinforcing relationships. This volume provides the tools needed to design and develop strategies to improve government performance and demonstrate accountability. It provides a balanced perspective with its rational discussion of performance measurement and its skeptical

assessment of the relationship between performance improvement and the demands for greater accountability.

Think you're funny? Writing successful comedy isn't just about having a gift for gags; you need to hone your talent and polish your humour to earn a living from making people laugh. If you want to write stand-up comedy, sketches, sitcoms or even a comic novel or film, *How to be a Comedy Writer* tells you all you need to know and more about the business, the structure of jokes and the nuts and bolts of a craft that can be learnt. This new ebook edition has been specially formatted for today's e-readers.

Taking a problem based approach to regeneration management, this exciting new book, authored by renowned academics and practitioners, examines how issues of ethics, equality, sustainability, local governance, civic renewal and learning are addressed within the areas of social and economic development and transformation. The issues covered here have significant implications for the ways in which regeneration initiatives are put together (in their design, development and delivery), as well as for the skills and learning needs of practitioners and the ways in which initiatives are then managed and led. This informative book provides the tools and techniques, using a mixture of rigorous academic theory and practical insights, to enable any reader to gain insight into this important subject. Drawing upon a breadth of experience both in practice and in academia, the contributors present the gaps and challenges within regeneration management, and the editors provide a framework within which the practical difficulties facing those engaged in the process of regeneration can be managed. Engaging and comprehensive, this book is an invaluable resource for all those involved in regeneration.

"Horses shaped the North American West like no other animal. They became the most important European goods introduced to the Americas for indigenous peoples, whether used as tools, transportation, game replacement, or as measures of wealth. These new animals triggered cultural changes ranging from intensification of older practices to near complete reorganization of tribal life. Colonizing Europeans also relied upon horses to carry out imperial schemes and possession of horses often determined the relationship between Native Americans and newcomers. However, many Native Americans chose not to place horses and equestrianism at the center of their culture. Three cases demonstrate a range of historical responses to European colonization and horses. Shoshone peoples of the Snake Country used their early acquisition of horses to become a quintessential mounted culture. Horses enabled "Snakes" to become the dominant people of the American West in the eighteenth century, but the tenuousness of this equestrian system was apparent by the early nineteenth century. Yokuts in the Tulare Country also adopted an effective equestrian system until malaria transformed these horsed peoples to horselessness. In between, Paiutes and Shoshones of the Humboldt Country used horses as a game replacement, earning them the scorn of overland emigrants. Maintaining horse herds outside of grassland regions or adjacent to the sudden influx of the gold rush was a poor strategy but Euroamericans

derided peoples remaining "horseless" nonetheless. Based in early observations of mountain men and overlanders, historians and anthropologists alike have long characterized non-equestrian "Diggers" as poor and backwards compared to their mounted counterparts. Euroamericans respected potential economic partners and acquisitive equestrian Indians far more than troublesome (though supposedly horseless) stock raiders. However, despite the short-term advantages of an equestrian strategy for Native Americans, American expansion and Indian Removal in the West focused on the potential threat of horse-centered tribes. The variety of horse uses thus shaped the legacy of federal relationships with the indigenous peoples of the American West."--Leaves ii-iii.

Present Your Research to the World! The World Congress 2009 on Medical Physics and Biomedical Engineering – the triennial scientific meeting of the IUPESM - is the world's leading forum for presenting the results of current scientific work in health-related physics and technologies to an international audience. With more than 2,800 presentations it will be the biggest conference in the fields of Medical Physics and Biomedical Engineering in 2009! Medical physics, biomedical engineering and bioengineering have been driving forces of innovation and progress in medicine and healthcare over the past two decades. As new key technologies arise with significant potential to open new options in diagnostics and therapeutics, it is a multidisciplinary task to evaluate their benefit for medicine and healthcare with respect to the quality of performance and therapeutic output. Covering key aspects such as information and communication technologies, micro- and nanosystems, optics and biotechnology, the congress will serve as an inter- and multidisciplinary platform that brings together people from basic research, R&D, industry and medical application to discuss these issues. As a major event for science, medicine and technology the congress provides a comprehensive overview and in-depth, first-hand information on new developments, advanced technologies and current and future applications. With this Final Program we would like to give you an overview of the dimension of the congress and invite you to join us in Munich! Olaf Dössel Congress President Wolfgang C.

This engagingly written textbook provides a unique 'hands-on' introduction to sociolinguistics, which equips readers with the tools to start their own sociolinguistic research project. The book begins by outlining the historical, theoretical and cultural space in which language use occurs, before delving into the key topics and concepts of today's field. It examines the choices speakers make in everyday life and assesses language and status across the world, by investigating variation in cultural norms. Sociolinguistic variables such as age and gender are surveyed, along with the socio-cultural context of second language acquisition. The second half of the book equips readers with the skills needed to undertake sociolinguistic research of their own. This is an ideal introductory text for students taking courses in sociolinguistics, language and society, language in use or language variation.

An original argument about the causes and consequences of political violence and the range of strategies employed. States, nationalist movements, and ethnic groups in conflict with one another often face a choice between violent and nonviolent strategies. Although major wars between sovereign states have become rare, contemporary world politics has been rife with internal conflict, ethnic cleansing, and violence against civilians. This book asks how, why, and when states and non-state actors use violence against one another, and examines the effectiveness of various forms of political violence. In the process of addressing these issues, the essays make two conceptual moves that illustrate the need to reconsider the way violence by states and non-state actors has typically been studied and understood. The first is to think of violence not as dichotomous, as either present or absent, but to consider the wide range of nonviolent and violent options available and ask why actors come to embrace particular strategies. The second is to explore the dynamic nature of violent conflicts, developing explanations that can account for the eruption of violence at particular moments in time. The arguments focus on how changes in the balance of power between and among states and non-state actors generate uncertainty and threat, thereby creating an environment conducive to violence. This innovative way of understanding violence deemphasizes the role of ethnic cleavages and nationalism in modern conflict. Contributors Kristin M. Bakke, Emily Beaulieu, H. Zeynep Bulutgil, Erica Chenoweth, Kathryn McNabb Cochran, Kathleen Gallagher Cunningham, Alexander B. Downes, Erin K. Jenne, Adria Lawrence, Harris Mylonas, Wendy Pearlman, Maria J. Stephan

The refereed series ZMO-Studien publishes monographs and edited volumes which mirror the interdisciplinary research programme and approach of the Leibniz-Zentrum Moderner Orient.

This book explores the challenges and opportunities presented by the formulation of a global code of conduct for transnational corporations. It assesses the current state of research on global regulations intended to enhance the social responsibility of transnational corporations, and provides a platform for future research. In particular the book examines frameworks and instruments for regulating social responsibility, reviews recent developments concerning the proposed UN Code of Conduct on Transnational Corporations, and provides insights into international civil society groups' movements in pursuit of a code of conduct. In a separate chapter the book discusses theoretical issues in regulating transnational corporations, and investigates their legitimacy and behavioral dynamics. In closing, the book discusses alternatives to a global code of conduct, the impact of sovereign power in the era of globalization, "soft regulations," and the feasibility and normative efficacy of enforcing regulations.

An inspiring and empowering guide to managing the daily work and pressure of diabetes management Living with diabetes is non-stop, 24 hours a day. Counting carbohydrates at every meal, constantly adjusting medication doses, taking daily injections, pricking fingers multiple times a day, and struggling with the unavoidable challenges of fancy, yet

imperfect, technology can lead to burnout. With compassion, knowledge, and humor, Ginger Vieira provides the tools and encouragement needed to help you get back on track and make diabetes management a rewarding priority. She shows you how to: Set yourself up for success with realistic expectations and goals Implement tips and suggestions to help make living with diabetes easier Learn how to back-off on diabetes management without guilt or shame Build confidence in your abilities to face diabetes every day

The main emphasis of this new fifth edition of *Advanced Therapy of Gastroenterology and Liver Disease* is on patient management. Chapters are dedicated to general topics in gastroenterology and hepatology practice and the use of diagnostic tests in clinical decision-making. Principles in endoscopy including sedation and infection control are also examined. Each chapter consists of recommendations from an expert in the field concerning a very focused problem. The authors discuss recommendations for instituting, modifying and monitoring therapy, including combinations of drugs and / or therapeutic and diagnostic procedures.

Business revolves around making decisions, often risky decisions, usually with incomplete information and too often in less time than we need. Executives at every level, in every industry, are confronted with information overload, less leeway for mistakes, and a business environment that changes rapidly. In light of this increased pressure and volatility, the old-fashioned ways of making decisions—depending on intuition, common sense, and specialized expertise—are simply no longer sufficient. Distilling over thirty years of groundbreaking research, *Winning Decisions*, written by two seasoned business advisers and world leaders in behavioral decision studies, is a comprehensive, one-of-a-kind guide to the proven methods of making critical business decisions confidently, quickly—and correctly. Decision-making is a business skill which managers often take for granted in themselves and others—but it's not as easy as some might think. The authors, whose expertise has been sought out by over a hundred companies, including Arthur Andersen, Hewlett-Packard, IBM, and Unilever, contend that decision-making, like any other skill, must be developed and honed if it is to be used effectively. *Winning Decisions* offers step-by-step analyses of how people typically make decisions, and provides invaluable advice on how to improve your chances of getting your next big decision right the first time. The book is packed with worksheets, tools, questionnaires, case studies, and anecdotes analyzing major decisions made by organizations like British Airways, NASA, Shell Oil, and Pepsi. Some of the proven, straightforward techniques covered in *Winning Decisions* include how to: Reframe issues to ensure that the real problem is being addressed Improve the quality and quantity of your options Convert expert yet conflicting opinions into useful insights Make diversity of views and conflict work to your advantage Foster efficient and effective group decision-making Learn from past decisions--your own and those of others With *Winning Decisions*, managers and other professionals now have access to a proven set of skills and strategies they need for making the right decision, right away.

*Wild/lives* draws on myth, popular culture and analytical psychology to trace the machinations of 'trickster' in contemporary film and television. This archetypal energy traditionally gravitates toward liminal spaces – physical locations and shifting states of mind. By focusing on productions set in remote or isolated spaces, Terrie Waddell explores how key trickster-infused sites of transition reflect the psychological fragility of their willing and unwilling occupants. In differing ways, the selected texts – *Deadwood*, *Grizzly Man*, *Lost*, *Solaris*, *The Biggest Loser*, *Amores Perros* and *Repulsion* – all play with inner and outer marginality. As this study demonstrates, the dramatic potential of transition is not always geared toward resolution. Prolonging the anxiety of change is an increasingly popular option. Trickster moves within this wildness and instability to agitate a form of dialogue between conscious and unconscious processes. Waddell's imaginative interpretation

of screen material and her original positioning of trickster will inspire students of media, cinema, gender and Jungian studies, as well as academics with an interest in the application of Post-Jungian ideas to screen culture.

Taiwan: Manipulation of Ideology and Struggle for Identity chronicles the turbulent relationship between Taiwan and China. This collection of essays aims to provide a critical analysis of the discourses surrounding the identity of Taiwan, its relationship with China, and global debates about Taiwan's situation. Each chapter explores a unique aspect of Taiwan's situation, fundamentally exploring how identity is framed in not only Taiwanese ideology, but in relation to the rest of the world. Focusing on how language is a means to maintaining a discourse of control, Taiwan: Manipulation of Ideology and Struggle for Identity delves into how Taiwan is determining its own sense of identity and language in the 21st century. This book targets researchers and students in discourse analysis, Taiwan studies, Chinese studies, and other subjects in social sciences and political science, as well as intellectuals in the public sphere all over the globe who are interested in the Taiwan issue. This Special Issue (SI) deals with different end-users' perspectives on newly developed energy policy and technology. Although the importance of end-users' preferences is not totally new to the energy sector, this issue needs to be urgently and consistently addressed if new policies, projects, and technologies are to be introduced successfully. The eight papers included in this SI are focused on various issues such as modeling the future energy demand, household energy consumption behavior, public perceptions of new energy technologies and projects, and ICT–energy efficiency interrelationship. Some papers also analyze end-users' experiences with recently introduced energy technologies. Based on these eight articles with various topics, this SI will provide fruitful insights in assessing and forecasting the evolution of the future energy sector. I hope this SI can contribute to the increase in communication and cooperation among academic researchers as well as practitioners in energy fields.

Negotiations are central to the ethos and functioning of the European Union, yet the dynamics of EU negotiations have received far too little systematic scholarly attention. This volume offers a thematic and forward-looking survey of cutting-edge research on EU negotiation dynamics, identifying findings to date and setting an empirical and methodological agenda for future research. The chapters by leading international experts address a wide range of critical questions in this area, including: What factors influence negotiation behaviour and outcomes in the EU? How can we explain variation in the choice of negotiation styles? When do actors engage in arguing or bargaining? What are the determinants of bargaining power? What are the institutional foundations of EU negotiations? And what role does the presidency play in EU negotiations? The volume also discusses how the findings of the multi-disciplinary field of 'negotiation studies' can inform research on negotiation dynamics in the EU. The volume will be of great interest to established scholars and advanced students of international relations, European integration and governance, and negotiation analysis. This book was based on a special issue of Journal of European Public Policy.

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