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## LIZETH KARLEE

*#MeToo and Modernism* Cambridge University Press

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. 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 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.

*Youth Violence* Modern Language Association

Borowitz creatively explores his theory of Covenant, linking self to folk and God through the contemporary idiom of relationship.

*Renewing the Covenant* Brookings Institution Press

The Book on Ending Homelessness provides insights for those in the industry, elected officials, policy makers, funders, public servants and the general public on the best ways to move from managing homelessness to ending homelessness. While ending homelessness may seem to be a whacky or even preposterous idea, Iain De Jong takes more than two decades of experience as an award winning industry leader to lay out how and why homelessness can be ended in very practical ways. This book will provoke and teach, serving as both inspiration and an instruction manual for those serious about combatting one of the most important social issues of our time. The book will reshape how you think about homelessness, as well as how strategies like sheltering, street outreach and day services all play a role in ending homelessness when operated with a housing-focused lens and the right service orientation. No doubt the book will reassure some that their thinking and actions regarding homelessness are bang on, while challenging others to think and respond differently in what they do and how they invest their money. Many of the ideas in the book elaborate upon ideas that Iain shares in his blog, keynote speeches and conference presentations, as well as the training series that Iain and his team have been offering for the past decade. If you are involved in homelessness issues or concerned about homelessness, this book is essential reading.

**The Medal of Honor** Springer

A versatile missive written from the intersections of gender, disability, trauma, and survival. "Some girls are not made,"

torrin a. greathouse writes, "but spring from the dirt." Guided by a devastatingly precise hand, *Wound from the Mouth of a Wound*—selected by Aimee Nezhukumatathil as the winner of the 2020 Ballard Spahr Prize for Poetry—challenges a canon that decides what shades of beauty deserve to live in a poem. greathouse celebrates "buckteeth & ulcer." She odes the pulp of a bedsore. She argues that the vestigial is not devoid of meaning, and in kinetic and vigorous language, she honors bodies the world too often wants dead. These poems ache, but they do not surrender. They bleed, but they spit the blood in our eyes. Their imagery pulses on the page, fractal and fluid, blooming in a medley of forms: broken essays, haibun born of erasure, a sonnet meant to be read in the mirror. greathouse's poetry demands more of language and those who wield it. "I'm still learning not to let a stranger speak / me into a funeral." Concrete and evocative, *Wound from the Mouth of a Wound* is a testament to persistence, even when the body is not allowed to thrive. greathouse—elegant, vicious, "a one-girl armageddon" draped in crushed velvet—teaches us that fragility is not synonymous with flaw.

**Marketing** Springer Science & Business Media

This report is the first WHO publication of its kind and brings together what is known in a convenient form so that immediate actions can be taken. The report aims to increase the awareness of the public health significance of suicide and suicide attempts and to make suicide prevention a higher priority on the global public health agenda. It aims to encourage and support countries to develop or strengthen comprehensive suicide prevention strategies in a multisectoral public health approach. For a national suicide prevention strategy, it is essential that governments assume their role of leadership, as they can bring together a multitude of stakeholders who may not otherwise collaborate. Governments are also in a unique position to develop and

strengthen surveillance and to provide and disseminate data that are necessary to inform action.

**Teaching Human Rights in Literary and Cultural Studies** SUNY Press  
Facts, figures, and essays on women and poverty by Barbara Ehrenreich, Kirsten Gillibrand, LeBron James, and other high-profile contributors. Fifty years after President Lyndon B. Johnson called for a War on Poverty and enlisted Sargent Shriver to oversee it, the most important social issue of our day is once again the dire economic straits of millions of Americans. One in three live in poverty or teeter on the brink—and seventy million are women and the children who depend on them. The fragile economic status of millions of American women is the shameful secret of the modern era—yet these women are also our greatest hope for change, and our nation's greatest undervalued asset. *The Shriver Report: A Woman's Nation Pushes Back from the Brink* asks—and answers—big questions. Why are millions of women financially vulnerable when others have made such great progress? Why are millions of women struggling to make ends meet even though they are hard at work? What is it about our nation—government, business, family, and even women themselves—that drives women to the financial brink? And what is at stake? To forge a path forward, this book brings together a power-packed roster of big thinkers and talented contributors, in a volume that combines academic research, personal reflections, authentic photojournalism, groundbreaking poll results, and insights from frontline workers; political, religious, and business leaders; and major celebrities—all focused on a single issue of national importance: women and the economy. "A startling wake-up call for policymakers and anyone hoping to survive a culture that siphons wealth upward to a very powerful few."  
—Booklist Contributors include: Carol Gilligan, PhD \* Barbara Ehrenreich \* Beyoncé Knowles-Carter \* LeBron James \* Anne-Marie Slaughter \* Kirsten Gillibrand \* Hillary Rodham Clinton \* Tory Burch \* Sister Joan Chittister \* Arne Duncan \* Kathleen Sibelius \* Howard Schultz \* and more!

Measuring Social Change Oxford University Press

Since the adoption of the Universal Declaration of Human Rights of 1948, the discourse of human rights has expanded to include not just civil and political rights but economic, social, cultural, and, most recently, collective rights. Given their broad scope, human rights issues are

useful touchstones in the humanities classroom and benefit from an interdisciplinary and cross-cultural pedagogy in which objects of study are situated in historical, legal, philosophical, literary, and rhetorical contexts. *Teaching Human Rights in Literary and Cultural Studies* is a sourcebook of inventive approaches and best practices for teachers looking to make human rights the focus of their undergraduate and graduate courses. Contributors first explore what it means to be human and conceptual issues such as law and the state. Next, they approach human rights and related social-justice issues from the perspectives of particular geographic regions and historical eras, through the lens of genre, and in relation to specific rights violations—for example, storytelling and testimonio in Latin America or poetry created in the aftermath of the Armenian genocide. Essays then describe efforts to cultivate students' capacity for ethical reading practices and to deepen their understanding of the stakes and artistic dimensions of human rights representations, drawing on active learning and experimental class contexts. The final section, on resources, directs readers to further readings in history, criticism, theory, and literary and visual studies and provides a chronology of human rights legal documents.

Innovation in Real Places Human Rights Watch

Entrepreneurship is a human universal. All over the world, and throughout history, people have created businesses. Yet, although women make up more than 50 percent of the world population, they own and manage significantly fewer businesses than men. Venture types and management styles vary across genders as well. Women entrepreneurship presents several distinctive characteristics that differentiate it from men entrepreneurship. But variations exist also across women entrepreneurs in various countries, and between women who are involved in entrepreneurship and those who are not. Overall, the explanation for the behavior of women entrepreneurs and its distinctiveness is complex and multifaceted. Evidence to date suggests that reasons contributing to explaining these differences include demographic and socio-economic variables, subjective perceptions, and cultural factors and institutions, and that such differences have significant implications at the macro-economic level. Studying female entrepreneurship allows researchers to ask questions that shed light on the linkages between entrepreneurship and

wealth creation, employment choices and cognition, human capital accumulation and labor market structure, employment choice and family dynamics, business creation and peace, and many others. From a scientific point of view, the study of female entrepreneurship as a distinct area of inquiry informs us not only about women behavior, but also about entrepreneurial and human behaviors in general. All over the world, female entrepreneurship has become an important component of academic and policy conversations around entrepreneurship. Still, there is much we don't yet understand. Taking stock of what has been learned so far, identifying the main gaps, and encourage scholars to push the frontier of knowledge in this area further are the goals of this work.

*The Cambridge Handbook of the International Psychology of Women* Rowman & Littlefield

This book demonstrates a new, interdisciplinary approach to life writing about torture that situates torture firmly within its socio-political context, as opposed to extending the long line of representations written in the idiom of the proverbial dark chamber. By dismantling the rhetorical divide that typically separates survivors' suffering from human rights workers' expertise, contributors engage with the personal, professional, and institutional dimensions of torture and redress. Essays in this volume consider torture from diverse locations - the Philippines, Argentina, Sudan, and Guantánamo, among others. From across the globe, contributors witness both individual pain and institutional complicity; the challenges of building communities of healing across linguistic and national divides; and the role of the law, art, writing, and teaching in representing and responding to torture.

Preventing Suicide World Bank Publications

"The 2012 report recognized that expanding women's agency - their ability to make decisions and take advantage of opportunities is key to improving their lives as well as the world. This report represents a major advance in global knowledge on this critical front. The vast data and thousands of surveys distilled in this report cast important light on the nature of constraints women and girls continue to face globally. This report identifies promising opportunities and entry points for lasting transformation, such as interventions that reach across sectors and include life-skills training, sexual and reproductive health education, conditional cash transfers, and mentoring.

It finds that addressing what the World Health Organization has identified as an epidemic of violence against women means sharply scaling up engagement with men and boys. The report also underlines the vital role information and communication technologies can play in amplifying women's voices, expanding their economic and learning opportunities, and broadening their views and aspirations. The World Bank Group's twin goals of ending extreme poverty and boosting shared prosperity demand no less than the full and equal participation of women and men, girls and boys, around the world." -- Publisher's description.

*The American Success Myth on Film* Irwin Professional Publishing

This ground-breaking text explores the intersection between dominant modes of critical educational theory and the socio-political landscape of American Indian education. Grande asserts that, with few exceptions, the matters of Indigenous people and Indian education have been either largely ignored or indiscriminately absorbed within critical theories of education. Furthermore, American Indian scholars and educators have largely resisted engagement with critical educational theory, tending to concentrate instead on the production of historical monographs, ethnographic studies, tribally-centered curricula, and site-based research. Such a focus stems from the fact that most American Indian scholars feel compelled to address the socio-economic urgencies of their own communities, against which engagement in abstract theory appears to be a luxury of the academic elite. While the author acknowledges the dire need for practical-community based research, she maintains that the global encroachment on Indigenous lands, resources, cultures and communities points to the equally urgent need to develop transcendent theories of decolonization and to build broad-based coalitions.

*The Oxford Handbook of Scottish Politics* FriesenPress

Winner of the 2010 Haskell Norman Prize for Outstanding Achievement in Psychoanalysis! Why is dreaming the mind's single most important psychoanalytic activity? This *Art of Psychoanalysis* offers a unique perspective on psychoanalysis that features a new way of conceptualizing the role of dreaming in human psychology. Thomas Ogden's thinking has been at the cutting edge of psychoanalysis for more than 25 years. In this volume, he builds on the work of Freud, Klein, Winnicott, and Bion and explores the idea that human

psychopathology is a manifestation of a breakdown of the individual's capacity to dream his experience. The investigation into the role of the analyst in participating psychologically in the patient's dreaming is illustrated throughout with elegant and absorbing accounts of clinical work, providing a fascinating insight into the analyst's experience. Subjects covered include: a new reading of the origins of object relations theory on holding and containing, being and dreaming on psychoanalytic writing. This engaging book succeeds in conveying not just a set of techniques but a way of being with patients that is humane and compassionate. It will be of great interest to psychoanalysts, psychotherapists and other mental health professionals.

**Wake, Siren** Holt Paperbacks

Young reporters need not spend years struggling in obscurity to land coveted foreign assignments. In fact, technological advances and cost-cutting at major media companies have created unprecedented opportunities for enterprising journalists to succeed abroad as freelance correspondents--stringers--for newspapers, magazines, radio, television, wire services, and Internet outlets. *The World on a String: How to Become a Freelance Foreign Correspondent* is the step-by-step manual that describes how to: \*choose your region wisely \*select the right equipment \*establish vital editorial contacts at home and abroad \*make ends meet while filing stories to various media \*prepare for the risks of reporting from war zones \*work effectively with distant editors Colorful anecdotes and practical advice from successful stringers around the world highlight the trials and triumphs of freelancing abroad, enabling you to assess and take control of your career in the competitive world of journalism.

**Changing Laws and Breaking Barriers for Women's Economic Empowerment in Egypt, Jordan, Morocco and Tunisia** IGI Global

Corruption and poor governance are acknowledged as major impediments to realizing the right to education and to reaching the Millennium Development Goal of universal primary education by 2015. Corruption not only distorts access to education, but affects the quality of education and the reliability of research findings. From corruption in the procurement of school resources and nepotism in the hiring of teachers, to the buying and selling of academic titles and the skewing of research results, major corruption risks can be identified at every level of the education and research systems. Conversely, education serves as

a means to strengthen personal integrity and is a critical tool to address corruption effectively. The Global Corruption Report (GCR) is Transparency International's flagship publication, bringing the expertise of the anti-corruption movement to bear on a specific corruption issue or sector. The Global Corruption Report on education consists of more than 70 articles commissioned from experts in the fields of corruption and education, from universities, think-tanks, business, civil society and international organisations. The Global Corruption Report on education and academic research will provide essential analysis for understanding the corruption risks in the sector and highlight the significant work that has already been done in the field to improve governance and educational outcomes. This will be an opportunity to pull together cutting edge knowledge on lessons learnt, innovative tools and solutions that exist in order to fight corruption in the education sector. *Mobilität in Zeiten der Veränderung* Jutta and Company (Pty) Ltd Methods.

**The Book on Ending Homelessness** Springer

Winner of Balsillie Prize for Public Policy Winner of Donner Prize A challenge to prevailing ideas about innovation and a guide to identifying the best growth strategy for your community. Across the world, cities and regions have wasted trillions of dollars on blindly copying the Silicon Valley model of growth creation. Since the early years of the information age, we've been told that economic growth derives from harnessing technological innovation. To do this, places must create good education systems, partner with local research universities, and attract innovative hi-tech firms. We have lived with this system for decades, and the result is clear: a small number of regions and cities at the top of the high-tech industry but many more fighting a losing battle to retain economic dynamism. But are there other models that don't rely on a flourishing high-tech industry? In *Innovation in Real Places*, Dan Breznitz argues that there are. The purveyors of the dominant ideas on innovation have a feeble understanding of the big picture on global production and innovation. They conflate innovation with invention and suffer from techno-fetishism. In their devotion to start-ups, they refuse to admit that the real obstacle to growth for most cities is the overwhelming power of the real hubs, which siphon up vast amounts of talent and money. Communities waste time, money, and energy pursuing this road to



nowhere. Breznitz proposes that communities instead focus on where they fit in the four stages in the global production process. Some are at the highest end, and that is where the Clevelands, Sheffields, and Baltimores are being pushed toward. But that is bad advice. Success lies in understanding the changed structure of the global system of production and then using those insights to enable communities to recognize their own advantages, which in turn allows to them to foster surprising forms of specialized innovation. As he stresses, all localities have certain advantages relative to at least one stage of the global production process, and the trick is in recognizing it. Leaders might think the answer lies in high-tech or high-end manufacturing, but more often than not, they're wrong. *Innovation in Real Places* is an essential corrective to a mythology of innovation and growth that too many places have bought into in recent years. Best of all, it has the potential to prod local leaders into pursuing realistic and regionally appropriate models for growth and innovation.

**The Shriver Report** Stanford University Press

An interdisciplinary exploration of the Confucian family in East Asia which includes historical, psychocultural, and gender studies perspectives.

*Fire Is Not a Country* Routledge

The social sector is undergoing a major

transformation. We are witnessing an explosion in efforts to deliver social change, a burgeoning impact investing industry, and an unprecedented intergenerational transfer of wealth. Yet we live in a world of rapidly rising inequality, where social sector services are unable to keep up with societal need, and governments are stretched beyond their means. Alnoor Ebrahim addresses one of the fundamental dilemmas facing leaders as they navigate this uncertain terrain: performance measurement. How can they track performance towards worthy goals such as reducing poverty, improving public health, or advancing human rights? What results can they reasonably measure and legitimately take credit for? This book tackles three core challenges of performance faced by social enterprises and nonprofit organizations alike: what to measure, what kinds of performance systems to build, and how to align multiple demands for accountability. It lays out four different types of strategies for managers to consider—niche, integrated, emergent, and ecosystem—and details the types of performance measurement and accountability systems best suited to each. Finally, this book examines the roles of funders such as impact investors, philanthropic foundations, and international aid agencies, laying out how they can best enable meaningful performance measurement.

Marketing Routledge

The Handbook of Scottish Politics provides a detailed overview of politics in Scotland, looking at areas such as elections and electoral behaviour, public policy, political parties, and Scotland's relationship with the EU and the wider world. The contributors to this volume are some of the leading experts on politics in Scotland. *The End of Trauma* Basic Books  
According to a 2018 World Bank report, Africa is the only region with more women than men choosing to become entrepreneurs - a phenomenon that is not the subject of adequate discussion. This book reveals the latest research-based understanding of the entrepreneurial activities of women in sub-Saharan Africa. Specially invited subject experts present salient dimensions of entrepreneurship by African women, from environmental factors to motivations and influencers as well as financial and non-financial constraints, and highlight the significant role of cultural differences. This book provides a mixture of theoretical, conceptual, and empirical research, and fills the knowledge gap by presenting a wide range of opportunities and challenges faced by sub-Saharan African women entrepreneurs. This book will help policy makers and academic researchers in understanding the role of institutions and entrepreneurship policy in building a thriving entrepreneurial ecosystem in the region.