

## Emotional Branding Gbv

This book explores the psychological factors underlying brand choices we make. How we encounter brands (and how often we), think about them, feel about them, and how we experience them in relation to competing brands, has a big effect on which ones we choose, and keep on choosing. At the same time, presumably there are neural events occurring when we encounter and mentally respond to brands. These represent ways in which we can explain and understand why people choose and remain loyal to brands. These explanations of branding are related and intuitive. But how does the psychology of branding work? This book offers answers to that question. Brands are all around us and in a sense represent any person, place, or thing to which people attach associations - anything that represents something for someone. This insight has led those trying to improve society, not just to sell products, services, and organizational reputations, but to take up the mantle of branding. The branding of social and health behaviors has become widespread and is now a central approach in social marketing - the use of marketing to benefit society rather than the marketer. In an earlier volume, my co-editor Gerard Hastings and I noted "that by learning about concepts such as brand development, identity and equity, we can do for public health what Philip Morris had done for teen smoking." This is exactly what's been happening for some 20 years, and now branding represents a powerful strategy to change social and health behaviors for the better. Branding is now truly a systemic approach to modifying human behavior for commercial as well as socially beneficial purposes.

Moving beyond the narrow clinical perspective sometimes applied to viewing the emotional and developmental risks to battered children, *The Batterer as Parent: Addressing the Impact of Domestic Violence on Family Dynamics, Second Edition* offers a view that takes into account the complex ways in which a batterer's abusive and controlling behaviors are woven into the fabric of daily life. This book is a guide for therapists, child protective workers, family and juvenile court personnel, and other human service providers in addressing the complex impact that batterers—specifically, male batterers of a domestic partner when there are children in the household—have on family functioning. In addition to providing an understanding of batterers as parents and family members, the book also supplies clearly delineated approaches to such practice issues as assessing risk to children (including perpetrating incest), parenting issues in child custody and visitation evaluation, and impact on children's therapeutic process and family functioning in child protective practice.

This book aims to bring together the pioneering research on gender based violence that has been conducted by the Centre for Gender and Violence Research at the School for Policy Studies, University of Bristol. Topics discussed include violence in young people's relationships, prostitution policy, disabled women's experiences of domestic violence, men as victims of domestic violence,

feminist movements and methodological concerns. This book will have a wide appeal, as each individual chapter builds on and contributes to existing global and national concerns about gender based violence. The book starts with an exploration of key theoretical, conceptual and methodological issues in researching gender based violence, then moves on to look at specific national (UK) based empirical studies. The final section brings together a wide range of research from diverse contexts, ranging from China, Iran, India and refugee camps in Rwanda. The book will be an invaluable resource for researchers, students and practitioners who have an interest in this area, as well as for policymakers around the world. It will also be of interest to the general reader who wants to learn more about what is now a highly topical issue.

Various acts of violence involving assault, torture, harassment, and sometimes even murder, have been carried out against members of the LGBT community. Homosexuals, bisexuals and transgender people have also faced constant discrimination in their everyday lives on the basis of their sexual orientation. This discrimination against members of the LGBT community stems from religious beliefs, political views, bias or even internal fear. This book depicts the history of Gay Rights Movement and several true accounts of violated men and women, including the most recent Pulse Nightclub in Orlando, Florida.

Reports of mistreated children, domestic violence, and abuse of elderly persons continue to strain the capacity of police, courts, social services agencies, and medical centers. At the same time, myriad treatment and prevention programs are providing services to victims and offenders. Although limited research knowledge exists regarding the effectiveness of these programs, such information is often scattered, inaccessible, and difficult to obtain. Violence in Families takes the first hard look at the successes and failures of family violence interventions. It offers recommendations to guide services, programs, policy, and research on victim support and assistance, treatments and penalties for offenders, and law enforcement. Included is an analysis of more than 100 evaluation studies on the outcomes of different kinds of programs and services. Violence in Families provides the most comprehensive review on the topic to date. It explores the scope and complexity of family violence, including identification of the multiple types of victims and offenders, who require different approaches to intervention. The book outlines new strategies that offer promising approaches for service providers and researchers and for improving the evaluation of prevention and treatment services. Violence in Families discusses issues that underlie all types of family violence, such as the tension between family support and the protection of children, risk factors that contribute to violent behavior in families, and the balance between family privacy and community interventions. The core of the book is a research-based review of interventions used in three institutional sectors--social services, health, and law enforcement settings--and how to measure their effectiveness in combating maltreatment of children, domestic violence, and abuse of the elderly. Among the questions

explored by the committee: Does the child protective services system work? Does the threat of arrest deter batterers? The volume discusses the strength of the evidence and highlights emerging links among interventions in different institutional settings. Thorough, readable, and well organized, *Violence in Families* synthesizes what is known and outlines what needs to be discovered. This volume will be of great interest to policymakers, social services providers, health care professionals, police and court officials, victim advocates, researchers, and concerned individuals.

The make-take-waste paradigm of fast fashion explains much of the producer and consumer behavior patterns towards fast fashion. The evolution from a two-season fashion calendar to fast fashion, characterized by rapid product cycles from retailers and impulse buying by consumers, presents new challenges to the environment, workplace and labour practices. This book provides a comprehensive overview of new insights into consumer behaviour mechanisms in order to shift practices toward sustainable fashion and to minimize the negative impacts of fast fashion on the environment and society. Concepts and techniques are presented that could overcome the formidable economic drivers of fast fashion and lead toward a future of sustainable fashion. While the need for change in the fashion industry post-Rana Plaza could not be more obvious, alternative and more sustainable consumption models have been under-investigated. The paucity of such research extends to highly consumptive consumer behaviours regarding fast fashion (i.e. impulse buying and throwaways) and the related impediments these behaviours pose for sustainable fashion. Written by leading researchers in the field of sustainable fashion and supported by the Textile Institute, this book evaluates fashion trends, what factors have led to new trends and how the factors supporting fast fashion differ from those of the past. It explores the economic drivers of fast fashion and what social, environmental and political factors should be maintained, and business approaches adopted, in order for fast fashion to be a sustainable model. In particular, it provides consumer behaviour concepts that can be utilized at the retail level to support sustainable fashion.

This book constitutes the refereed proceedings of the International Conference on Theory and Practice of Digital Libraries, TPDL 2011 - formerly known as ECDL (European Conference on Research and Advanced Technology for Digital Libraries) - held in Berlin, Germany, in September 2011. The 27 full papers, 13 short papers, 9 posters and 9 demos presented in this volume were carefully reviewed and selected from 162 initial submissions. In addition the book contains the abstract of 2 keynote speeches and an appendix stating information on the doctoral consortium, as well as the panel, which were held at the conference. The papers are grouped in topical sections on networked information, semantics and interoperability, systems and architectures, text and multimedia retrieval, collaborative information spaces, DL applications and legal aspects, user interaction and information visualization, user studies, archives and repositories,

europæana, and preservation.

Ravi Chandra, M.D. explores domestic violence, anger, and internet rage. Also included are a dozen poems about anger.

Violence in and around schools is a global phenomenon, but the gender dimension has been largely ignored. This is the first a comprehensive account of the nature and scale of gender violence in school settings across the world. The book will increase awareness and understanding of gender violence in school settings but it also presents innovative strategies to address it. Many chapters focus on participatory methodologies for working with young people on reducing violent and abusive behaviour in school, including through curriculum development and teacher education. Other chapters deal with gender, youth, and sexuality in the context of HIV/AIDS.

Performed by an ensemble of young women, EMOTIONAL CREATURE is made up of original monologues—and irresistible songs—about and for girls. Placing their stories squarely center stage, it gives full expression to their secret voices and innermost thoughts, highlighting the diversity and commonality of the issues they face.

EMOTIONAL CREATURE is a call, a reckoning, an education, an act of empowerment for girls, and an illumination for parents and for us all. Eve Ensler's Emotional Creature is a vehicle to empower girls and inspire their activism. V-Girls is a global network of girl activists and advocates. In the same way The Vagina Monologues built a movement on college campuses and in communities, young girls will be able to participate in V-Day's empowerment philanthropy model, igniting their activism through V-Girls. V-Girls is rooted in youth-driven activism. A V-Girls Action Guide provides service-learning curriculum for middle and high school youth based on issues covered in Emotional Creature, with an emphasis on activism. Organizers can start a V-Girls club or incorporate V-Girls resources into an existing youth program.

Tackling difficult issues, Emotionally Involved gives a vivid picture the challenges researchers who study traumatic events face. It is essential reading for researchers, therapists, fieldworkers, for those on the frontlines of rape crisis and domestic violence work, and for anyone concerned with the role of emotions in social science.

One of 2021's Most Highly Anticipated New Books--Newsweek One of The 20 New Leadership Books--Adam Grant One The Best New Wellness Books Hitting Shelves In January--Shape.com A Next Big Idea Club Nominee Social Chemistry will utterly transform the way you think about "networking." Understanding the contours of your social network can dramatically enhance personal relationships, work life, and even your global impact. Are you an Expansionist, a Broker, or a Convener? The answer matters more than you think. . . . Yale professor Marissa King shows how anyone can build more meaningful and productive relationships based on insights from neuroscience, psychology, and network analytics. Conventional wisdom says it's the size of your network that matters, but social science research has proven there is more to it. King explains that the quality and structure of our relationships has the greatest impact on our personal and professional lives. As she shows, there are three basic types of networks, so readers can see the role they are already playing: Expansionist, Broker, or Convener. This network decoder enables readers to own their network style and modify it for better alignment with their life plans and values. High-quality connections in your social network strongly predict cognitive functioning, emotional resilience, and satisfaction at work. A well-structured network is likely to boost the

quality of your ideas, as well as your pay. Beyond the office, social connections are the lifeblood of our health and happiness. The compiled results from dozens of previous studies found that our social relationships have an effect on our likelihood of dying prematurely--equivalent to obesity or smoking. Rich stories of Expansionists like Vernon Jordan, Brokers like Yo-Yo Ma, and Conveners like Anna Wintour, as well as personal experiences from King's own world of connections, inform this warm, engaging, revelatory investigation into some of the most consequential decisions we can make about the trajectory of our lives.

An award-winning investigative journalist provides a disturbing new look at an underreported type of domestic violence—the abuse of men. \* The latest research figures and up-to-date surveys on the prevalence of intimate partner violence against men \* Personal interviews and cases drawn from media coverage of politicians and other public figures \* A selected bibliography

Everyday Revolutionaries provides a longitudinal and rigorous analysis of the legacies of war in a community racked by political violence. By exploring political processes in one of El Salvador's former war zones—a region known for its peasant revolutionary participation—Irina Carlota Silber offers a searing portrait of the entangled aftermaths of confrontation and displacement, aftermaths that have produced continued deception and marginalization. Silber provides one of the first rubrics for understanding and contextualizing postwar disillusionment, drawing on her ethnographic fieldwork and research on immigration to the United States by former insurgents. With an eye for gendered experiences, she unmask how community members are asked, contradictorily and in different contexts, to relinquish their identities as "revolutionaries" and to develop a new sense of themselves as productive yet marginal postwar citizens via the same "participation" that fueled their revolutionary action. Beautifully written and offering rich stories of hope and despair, Everyday Revolutionaries contributes to important debates in public anthropology and the ethics of engaged research practices. Introduces the theory of adult attachment as an advanced relationship science that can enable individuals to find and sustain love, offering insight into the roles of genetics and early family life in how people approach relationships.

Violence against women is a global issue of pandemic proportions, which has an impact on all societies. This Handbook is designed to assist and guide police officers in the prevention of, and response to, violence against women. It familiarizes them with relevant international laws, norms and standards relating to violence against women and informing them about some promising practical approaches to effective police response to act of the violence. While it has global applications, it is designed primarily for use by police in transitional and developing countries where institutional means to protect women from violence have not yet been created or implemented. It addresses the rights of both victims and offenders.

#1 NEW YORK TIMES BESTSELLER • The compelling, inspiring, and comically sublime story of one man's coming-of-age, set during the twilight of apartheid and the tumultuous days of freedom that followed NAMED ONE OF PASTE'S BEST MEMOIRS OF THE DECADE • NAMED ONE OF THE BEST BOOKS OF THE YEAR BY Michiko Kakutani, New York Times • USA Today • San Francisco Chronicle • NPR • Esquire • Newsday • Booklist Trevor Noah's unlikely path from apartheid South Africa to the desk of The Daily Show began with a criminal act: his birth. Trevor was born to a white Swiss father and a black Xhosa mother at a time when such a union was punishable by five years in prison. Living proof of his parents'

indiscretion, Trevor was kept mostly indoors for the earliest years of his life, bound by the extreme and often absurd measures his mother took to hide him from a government that could, at any moment, steal him away. Finally liberated by the end of South Africa's tyrannical white rule, Trevor and his mother set forth on a grand adventure, living openly and freely and embracing the opportunities won by a centuries-long struggle. *Born a Crime* is the story of a mischievous young boy who grows into a restless young man as he struggles to find himself in a world where he was never supposed to exist. It is also the story of that young man's relationship with his fearless, rebellious, and fervently religious mother—his teammate, a woman determined to save her son from the cycle of poverty, violence, and abuse that would ultimately threaten her own life. The stories collected here are by turns hilarious, dramatic, and deeply affecting. Whether subsisting on caterpillars for dinner during hard times, being thrown from a moving car during an attempted kidnapping, or just trying to survive the life-and-death pitfalls of dating in high school, Trevor illuminates his curious world with an incisive wit and unflinching honesty. His stories weave together to form a moving and searingly funny portrait of a boy making his way through a damaged world in a dangerous time, armed only with a keen sense of humor and a mother's unconventional, unconditional love. Praise for *Born a Crime* "Compelling . . . By turns alarming, sad and funny, [Trevor Noah's] book provides a harrowing look, through the prism of Mr. Noah's family, at life in South Africa under apartheid. . . . *Born a Crime* is not just an unnerving account of growing up in South Africa under apartheid, but a love letter to the author's remarkable mother."—Michiko Kakutani, *The New York Times*

Sexual violence has become a topic of intense media scrutiny, thanks to the bravery of survivors coming forward to tell their stories. But, unfortunately, mainstream public spheres too often echo reports in a way that inhibits proper understanding of its causes, placing too much emphasis on individual responsibility or blaming minority cultures. In this powerful and original book, Linda Martín Alcoff aims to correct the misleading language of public debate about rape and sexual violence by showing how complex our experiences of sexual violation can be. Although it is survivors who have galvanized movements like #MeToo, when their words enter the public arena they can be manipulated or interpreted in a way that damages their effectiveness. Rather than assuming that all experiences of sexual violence are universal, we need to be more sensitive to the local and personal contexts – who is speaking and in what circumstances – that affect how activists' and survivors' protests will be received and understood. Alcoff has written a book that will revolutionize the way we think about rape, finally putting the survivor center stage.

"An elegant, impassioned demand that America see gender-based violence as a cultural and structural problem that hurts everyone, not just victims and survivors... It's at times downright virtuosic in the threads it weaves together."--NPR From the woman who gave the landmark testimony against Clarence Thomas as a sexual menace, a new manifesto about the origins and course of gender violence in our society; a combination of memoir, personal accounts, law, and social analysis, and a powerful call to arms from one of our most prominent and poised survivors. In 1991, Anita Hill began something that's still unfinished work. The issues of gender violence, touching on sex, race, age, and power, are as urgent today as they were when she first testified. *Believing* is a story of America's three decades long reckoning with gender violence, one that offers insights into its roots, and paths to creating dialogue and substantive change. It is a call to action that offers guidance based on what this brave, committed fighter has learned from a lifetime of advocacy and her search for solutions to a problem that is still tearing America apart. We once thought gender-based violence--from casual harassment to rape and murder--was an individual problem that affected a few; we now know it's cultural and endemic, and happens to our acquaintances, colleagues, friends and family members, and it can be physical, emotional and verbal. Women of color experience

sexual harassment at higher rates than White women. Street harassment is ubiquitous and can escalate to violence. Transgender and nonbinary people are particularly vulnerable. Anita Hill draws on her years as a teacher, legal scholar, and advocate, and on the experiences of the thousands of individuals who have told her their stories, to trace the pipeline of behavior that follows individuals from place to place: from home to school to work and back home. In measured, clear, blunt terms, she demonstrates the impact it has on every aspect of our lives, including our physical and mental wellbeing, housing stability, political participation, economy and community safety, and how our descriptive language undermines progress toward solutions. And she is uncompromising in her demands that our laws and our leaders must address the issue concretely and immediately.

An important and timely reassessment of a crucial theory in male violence against women  
The CIM Handbook of Strategic Marketing targets senior executives responsible for shaping and managing the company's strategic direction. The strategic dimensions of marketing management are emphasised along with the critical importance of matching the company's capabilities with genuinely attractive market sectors. The Handbook's strategic perspective and pragmatic outlook pervade the text and underpin its practical foundations. The rise of global competition and continuous innovation have redefined market structures, reshaped industries and given customers unprecedented value and choice. In this era of customer sovereignty there is a tremendous amount of pressure on organizations to adopt the principles of the marketing concept and to develop a much sharper strategic focus. The CIM Handbook of Strategic Marketing is a reference source to guide effective marketing practice. It provides supportive material for managers and employees who are building their marketing competence by attending training programmes, and includes contributions from leading academics - such as, Peter Doyle, Malcolm McDonald, Nigel Piercy The book amounts to a firm blueprint written by leading marketing thinkers for designing and implementing effective marketing strategies and improving business performance. Colin Egan is Professor of Strategic Management at Leicester Business School. Michael J Thomas is Professor of Marketing at the University of Strathclyde Business School.

“Open Water is tender poetry, a love song to Black art and thought, an exploration of intimacy and vulnerability between two young artists learning to be soft with each other in a world that hardens against Black people.”—Yaa Gyasi, author of *HOMEGOING* In a crowded London pub, two young people meet. Both are Black British, both won scholarships to private schools where they struggled to belong, both are now artists—he a photographer, she a dancer—and both are trying to make their mark in a world that by turns celebrates and rejects them. Tentatively, tenderly, they fall in love. But two people who seem destined to be together can still be torn apart by fear and violence, and over the course of a year they find their relationship tested by forces beyond their control. Narrated with deep intimacy, *Open Water* is at once an achingly beautiful love story and a potent insight into race and masculinity that asks what it means to be a person in a world that sees you only as a Black body; to be vulnerable when you are only respected for strength; to find safety in love, only to lose it. With gorgeous, soulful intensity, and blistering emotional intelligence, Caleb Azumah Nelson gives a profoundly sensitive portrait of romantic love in all its feverish waves and comforting beauty. This is one of the most essential debut novels of recent years, heralding the arrival of a stellar and prodigious young talent.

Rape Culture, Gender Violence, and Religion Christian Perspectives Springer

This volume considers the complex relationships that exist between Christianity, rape culture, and gender violence. Each chapter explores the various roles that Christian theologies, teachings, and practices have played in shaping contemporary understandings of gender violence and in sanctioning rape-supportive cultural belief systems and practices. Our contributors explore this topic from a range of disciplinary perspectives, including theology,

gender and queer studies, cultural studies, pastoral care, and counseling. Together, the chapters in this volume testify to the considerable influence that Christianity has had, and continues to have, in directing conversations within the Christian tradition around gender violence and rape culture. They therefore invite readers to engage fruitfully in these conversations, fostering transformative dialogues with the Christian community about our shared responsibility to tackle the current global crisis of gender violence.

Discover the Purpose Advantage! Customers, employees, and investors are no longer satisfied with companies providing good products, good prospects, and good profits—they want them to do some social good, too. These “purpose-driven” companies do better on nearly every traditional metric: greater customer loyalty, higher retention, more innovation, and a healthier bottom line. But a nice mission statement and donations to charity won't make your company stand out. Using scores of real-world examples and practical exercises, John Izzo and Jeff Vanderwielen help leaders find a truly authentic purpose, one that is a natural fit for them and their organization. They describe concrete actions leaders can take to ensure that employees own it, customers and recruits connect with it, and every corporate action and activity reflects it.

An interdisciplinary account of the life of Johannesburg, South Africa's "global south city" *Anxious Joburg* focuses on Johannesburg, the largest and wealthiest city in South Africa, as a case study for the contemporary global South city. Global South cities are often characterised as sites of contradiction and difference that produce a range of feelings around anxiety. This is often imagined in terms of the global North's anxieties about the South: migration, crime, terrorism, disease and environmental crisis. *Anxious Joburg* invites readers to consider an intimate perspective of living inside such a city. How does it feel to live in the metropolis of Johannesburg: what are the conditions, intersections, affects and experiences that mark the contemporary urban? Scholars, visual artists and storytellers, all look at unexamined aspects of Johannesburg life. From peripheral settlements to the inner city to the affluent northern suburbs, from precarious migrants and domestic workers to upwardly mobile young women and fearful elites, *Anxious Joburg* presents an absorbing engagement with this frustrating, dangerous, seductive city. It offers a rigorous, critical approach to Johannesburg revealing the way in which anxiety is a vital structuring principle of contemporary life. The approach is strongly interdisciplinary, with contributions from media studies, anthropology, religious studies, urban geography, migration studies and psychology. It will appeal to students and teachers, as well as to academic researchers concerned with Johannesburg, South Africa, cities and the global South. The mix of approaches will also draw a non-academic audience.

The authors examine good practice approaches in justice, health, education, and multisectoral approaches. In each sector, they identify good practices for: (1) law and policies; (2) institutional reforms; (3) community-level interventions; and (4) individual behavior change strategies. The authors offer conclusions and recommendations for future work on gender-based violence: It is essential to



focus on the prevention of GBV, not just on services for its survivors. Prevention is best achieved by empowering women and reducing gender disparities, and by changing norms and attitudes which foster violence. Interventions should employ a multisectoral approach and work at different levels--individual, community, institutional, and laws and policies. GBV may be common in the Latin America and the Caribbean region, but there are promising approaches available to begin working toward its elimination"--Abstract.

Violence against women and children is a serious public health concern, with costs at multiple levels of society. Although violence is a threat to everyone, women and children are particularly susceptible to victimization because they often have fewer rights or lack appropriate means of protection. In some societies certain types of violence are deemed socially or legally acceptable, thereby contributing further to the risk to women and children. In the past decade research has documented the growing magnitude of such violence, but gaps in the data still remain. Victims of violence of any type fear stigmatization or societal condemnation and thus often hesitate to report crimes. The issue is compounded by the fact that for women and children the perpetrators are often people they know and because some countries lack laws or regulations protecting victims. Some of the data that have been collected suggest that rates of violence against women range from 15 to 71 percent in some countries and that rates of violence against children top 80 percent. These data demonstrate that violence poses a high burden on global health and that violence against women and children is common and universal. Preventing Violence Against Women and Children focuses on these elements of the cycle as they relate to interrupting this transmission of violence. Intervention strategies include preventing violence before it starts as well as preventing recurrence, preventing adverse effects (such as trauma or the consequences of trauma), and preventing the spread of violence to the next generation or social level. Successful strategies consider the context of the violence, such as family, school, community, national, or regional settings, in order to determine the best programs.

Violence against women and girls is a human rights epidemic that affects millions of lives around the world. While many Christians are addressing this crisis through education, advocacy and philanthropic support, there has been a reluctance to name gendercide as a theological and confessional issue, a matter that strikes at the very essence of the Christian faith. In *The Cross and Gendercide*, Elizabeth Gerhardt draws on Luther's "theology of the cross" to provide a theological basis for naming and responding to the grave sin of global gendercide. She lifts up the work and witness of Dietrich Bonhoeffer as an especially powerful resource for mobilizing the church today toward political action and social engagement. From the perspective of Christ's cross, the church must raise a prophetic voice against systemic violence and speak up for the myriad women and girls who are invisible and voiceless in the world today. This publication focuses on the gender dimensions of intrastate conflicts (civil

wars), organised around eight key themes of gender and warfare, sexual violence, formal and informal peace processes, post-conflict legal frameworks, work issues, rehabilitation of social services and community-driven development. For each theme, the authors examine the impact on gender roles of conflict situations, the development challenges involved, and the policy options available to help build more inclusive and gender balanced post-conflict societies.

"Catherine Gildiner is nothing short of masterful—as both a therapist and writer. In these pages, she has gorgeously captured both the privilege of being given access to the inner chambers of people's lives, and the meaning that comes from watching them grow into the selves they were meant to be." —Lori Gottlieb, New York Times bestselling author of *Maybe You Should Talk to Someone* In this fascinating narrative, therapist Catherine Gildiner's presents five of what she calls her most heroic and memorable patients. Among them: a successful, first generation Chinese immigrant musician suffering sexual dysfunction; a young woman whose father abandoned her at age nine with her younger siblings in an isolated cottage in the depth of winter; and a glamorous workaholic whose narcissistic, negligent mother greeted her each morning of her childhood with "Good morning, Monster." Each patient presents a mystery, one that will only be unpacked over years. They seek Gildiner's help to overcome an immediate challenge in their lives, but discover that the source of their suffering has been long buried. As in such recent classics as *The Glass Castle* and *Educated*, each patient embodies self-reflection, stoicism, perseverance, and forgiveness as they work unflinchingly to face the truth. Gildiner's account of her journeys with them is moving, insightful, and sometimes very funny. *Good Morning, Monster* offers an almost novelistic, behind-the-scenes look into the therapist's office, illustrating how the process can heal even the most unimaginable wounds.

Violence at work, ranging from bullying and mobbing, to threats by psychologically unstable co-workers, sexual harassment and homicide, is increasing worldwide and has reached epidemic levels in some countries. This updated and revised edition looks at the full range of aggressive acts, offers new information on their occurrence and identifies occupations and situations at particular risk. It is organised in three sections: understanding violence at work; responding to violence at work; future action.

Interest in anthropology and ethnography has been an ongoing feature of organizational research and pedagogy; this book provides a key reference text that pulls together the different ways in which anthropology infuses the study of organizations, both epistemologically and methodologically. The volume hosts key scholars and experts within the fields of Organizational Anthropology, Organizational Ethnography, Organizational Studies and Qualitative Research. The book provides a combination of methodological guidelines, exemplars and epistemological reflection. It includes methodological viewpoints, ethnographic journeys within organizations as well as beyond organizations, and individual reflections on challenges faced by organizational ethnographers. This book is aimed at PhD, master and advanced undergraduate students and researchers across disciplines, especially those who are

engaged with general management, organizational behaviour, strategy and anthropological/ethnographic issues.

"Through interviews with filmmakers, photographers, artists, and writers, this book analyzes how victims of gender violence have been represented in the mainstream media and how a number of writers, filmmakers, and artists work against this trope to humanize the victims of these crimes"--Provided by publisher.

Digital marketing now represents 25% of the marketing spend in the UK and this is predicted to move to 50% or higher within the next three years. Understanding Digital Marketing looks at the world of digital marketing: how it got started, how it got to where it is today, and where the thought leaders in the industry believe it is headed in the future. This authoritative title demonstrates how to harness the power of digital media and use it to achieve the utmost success in business, now and in the future. Understanding Digital Marketing deals with every key topic in detail, including: search marketing, social media, Google, mobile marketing, affiliate marketing, e-mail marketing, customer engagement and digital marketing strategies. Essential reading for both practitioners and students alike, and including real-world examples of digital marketing successes and expert opinions, Understanding Digital Marketing provides you with tools to utilize the power of the internet to take your company wherever you want it to go.

"Sexual harassment, sexual assault, dating violence, and even gang rape are not uncommon experiences for many African American girls living in poor urban neighborhoods. In Getting Played, Jody Miller presents a compelling picture of how inextricably linked such violence is to their daily lives. Drawing from richly textured interviews with adolescent girls and boys, Miller brings a keen eye to how urban neglect and gender inequality coalesce to structure girls' risks for gendered violence. Her analysis shows how young women struggle to navigate this dangerous terrain despite vastly inadequate social and institutional support."--Back cover.

"World Health Organization, London School of Hygiene and Tropical Medicine, South African Medical Research Council"--Title page.

Brands on a Mission explores the importance of creating a performance culture that is built on driving impact through purpose, and the type of talent required to drive these transformational changes within companies – from CEO to brand developers. Using evidence from interviews and stories from over 100 CEOs, thought leaders and brand managers, the book presents an emergent model that organisations can follow to build purpose into their growth strategy – and shows how to bridge the gap between Brand Say and Brand Do. Readers will learn from the real experts in the field: how Paul Polman, former CEO of Unilever, built purpose into the DNA of his company; what keeps Alan Jope (new CEO, Unilever) and Emmanuel Faber (CEO, Danone) awake at night; and how brand developers from Durex, Dove, Discovery and LIXIL have made choices and the reasons behind them. In this book you will learn how a soap brand Lifebuoy taught one billion people about hygiene, how a beer is tackling gender-based violence, and how a toothpaste is tackling school absenteeism amongst many others. Renowned experts like Peter Piot (Director, London School of Health and Tropical Medicine), Michael Porter (Professor, Harvard School of Business), Jane Nelson (Director, Corporate Responsibility Initiative, Harvard Kennedy School) and Susie Orbach (leading feminist and formerly professor, London School of Economics) also

share examples, data and their everyday experiences of helping corporates create a culture of purpose. And leading NGOs and UN experts like Lawrence Haddad (Executive Director, GAIN) and Natalia Kanem (Executive Director of UNFPA) will recount how the public and private sector have worked together to create an accelerated path to reaching the Sustainable Development Goals by 2030. The book provides a clear pathway of how to take brands through the journey of developing impactful social missions and driving business growth, and is an essential guide for both managers and students alike.

[Copyright: 5c4aeca1df3d443e8cb5a6b98740d67c](#)