

My Father Baliah By Y B Satyanarayana

Violence against Women and Girls: Lessons from South Asia examines the prevalence and factors associated with various types of violence against women and girls in Afghanistan, Bangladesh, Bhutan, India, Maldives, Nepal, Pakistan, and Sri Lanka. It analyses the nature of violence throughout the life cycle and highlights gaps where intensive research or interventions might be undertaken. Analyses of the most recent data reveal that South Asia has the world's highest levels of excess female child mortality and child marriage. The prevalence of intimate partner violence also remains unacceptably high, particularly for married adolescents. Reliable data are limited for other forms of violence. The number and intensity of efforts to address violence in the region are truly impressive and yield promising practices for future action. Important challenges remain, however—particularly the need for more rigorous evaluation and the urgency for actors to engage across forms of violence and to more systematically involve men and boys in addressing this violence. Different stakeholders have distinct roles to play if the region is to make progress in violence prevention and response, including increased funding of programs and evaluations. On the whole, strengthening the effectiveness, reach, and sustainability of interventions will involve multifaceted coordination across all actors on the ground. This book offers evidence-based recommendations for these actors and for coordination among them.

This book provides an overview of the current epidemiology of the HIV epidemic among young people in Eastern and Southern Africa (ESA) and examines the efforts to confront and reduce the high level of new HIV infections amongst young people. Taking a multi-dimensional approach to prevention, the contributors discuss the many challenges facing these efforts, in view of the slow progress in curbing the incidence of HIV amongst young people, focusing particularly on the structural and social drivers of HIV. Through an examination of these issues, chapters in this book provide valuable insights on how to mitigate HIV risk among young people and what can be regarded as the catalysts to mounting credible policy and programmatic responses required to achieve epidemic control in the region. The contributors draw on examples from a range of primary and secondary data sources to illustrate promising practices and challenges in HIV prevention, demonstrating links between conceptual approaches to prevention and lessons learnt from implementation projects in the region. Bringing together social scientists and public health experts who are actively engaged in finding effective solutions, the book discusses 'which interventions works', 'why they work', and the limitations and gaps in our knowledge to curb the pandemic amongst young people. As such it is an important read for researchers focusing on HIV/AIDS and public health.

It's no secret that certain social groups have predominated India's business and trading history, with business traditionally being the preserve of particular 'Bania' communities. However, the past four or so decades have seen a widening of the social base of Indian capital, such that the social profile of Indian business has expanded beyond recognition, and entrepreneurship and commerce in India are no longer the exclusive bastion of the old mercantile castes. In this meticulously researched book—acclaimed for being the first social history to document and understand India's new entrepreneurial groups—Harish Damodaran looks to answer who the new 'wealth creators' are, as he traces the transitional entry of India's middle and lower peasant castes into the business world. Combining analytical rigour with journalistic flair, India's New Capitalists is an essential read for anyone seeking to understand the culture and evolution of business in contemporary South Asia.

This definitive reference assembles the current knowledge base on the scope and phenomena of sex trafficking as well as best practices for treatment of its survivors. A global feminist framework reflects a profound understanding of the entrenched social inequities and ongoing world events that fuel trafficking, including in its lesser-known forms. Empirically sound insights shed salient light on who buyers and traffickers are, why some survivors become victimizers, and the experiences of victim subpopulations (men, boys, refugees, sexual minorities), as well as emerging trends in prevention and protection, resilience and rehabilitation. These powerful dispatches also challenge readers to consider complex questions found at the intersections of gender, race, socioeconomic status, and politics. A sampling of topics in the Handbook: · An organizational systems view of sex trafficking. · Vulnerability factors when women and girls are trafficked. · Men, boys, and LGBTQ: invisible victims of human trafficking. · Organized crime, gangs, and trafficking. · Human trafficking prevention efforts for kids (NEST). · Treating victims of human trafficking: core therapeutic tasks. · From Trafficked to Safe House (C-SAFE). The Handbook of Sex Trafficking will interest a wide professional audience, particularly mental health workers, legal professionals, and researchers in these and related fields. Public health and law enforcement professionals will also find it an important resource.

Julia Baird, younger half-sister to the late Beatles legend, reveals the unorthodox childhood they shared, memories of their mother, renewed family bonds, and the many sides of John Lennon

In 2002, nuclear-armed adversaries India and Pakistan mobilized for war over the long-disputed territory of Kashmir, sparking panic around the world. Drawing on extensive firsthand experience in the contested region, Sumantra Bose reveals how the conflict became a grave threat to South Asia and the world and suggests feasible steps toward peace. Though the roots of conflict lie in the end of empire and the partition of the subcontinent in 1947, the contemporary problem owes more to subsequent developments, particularly the severe authoritarianism of Indian rule. Deadly dimensions have been added since 1990 with the rise of a Kashmiri independence movement and guerrilla war waged by Islamist groups. Bose explains the intricate mix of regional, ethnic, linguistic, religious, and caste communities that populate Kashmir, and emphasizes that a viable framework for peace must take into account the sovereignty concerns of India and Pakistan and popular aspirations to self-rule as well as conflicting loyalties within Kashmir. He

calls for the establishment of inclusive, representative political structures in Indian Kashmir, and cross-border links between Indian and Pakistani Kashmir. Bose also invokes compelling comparisons to other cases, particularly the peace-building framework in Northern Ireland, which offers important lessons for a settlement in Kashmir. The Western world has not fully appreciated the desperate tragedy of Kashmir: between 1989 and 2003 violence claimed up to 80,000 lives. Informative, balanced, and accessible, Kashmir is vital reading for anyone wishing to understand one of the world's most dangerous conflicts.

"The world was never changed or transformed by politicians, or for that matter, by scientists. The mothers of the world hold the keys." As she eagerly awaited the birth of her first child, Mallika Chopra began to craft a unique gift that would express her profound loving commitment to the baby growing inside of her. 100 Promises to My Baby is that gift—one that reflects her deep awareness of the sacred responsibilities of parenthood. Here the author shares the vows she made to help her child—and all children—grow up feeling cherished and secure, look at the world with wonder and curiosity, and learn spiritual values that enrich life and contribute to making the world a better place. Accompanying the 100 promises are short essays, reflections, poems, and stories that have inspired the author throughout her life—and that will inspire readers to think about their own lives, values, and beliefs, and what they would like to pass on to their children.

A Wall Street Journal Top 10 Nonfiction Book of 2017 A Publishers Weekly Best Book of 2017 A Shelf Awareness Best Book of 2017 "Ants Among Elephants is an arresting, affecting and ultimately enlightening memoir. It is quite possibly the most striking work of non-fiction set in India since Behind the Beautiful Forevers by Katherine Boo, and heralds the arrival of a formidable new writer." —The Economist The stunning true story of an untouchable family who become teachers, and one, a poet and revolutionary Like one in six people in India, Sujatha Gidla was born an untouchable. While most untouchables are illiterate, her family was educated by Canadian missionaries in the 1930s, making it possible for Gidla to attend elite schools and move to America at the age of twenty-six. It was only then that she saw how extraordinary—and yet how typical—her family history truly was. Her mother, Manjula, and uncles Satyam and Carey were born in the last days of British colonial rule. They grew up in a world marked by poverty and injustice, but also full of possibility. In the slums where they lived, everyone had a political side, and rallies, agitations, and arrests were commonplace. The Independence movement promised freedom. Yet for untouchables and other poor and working people, little changed. Satyam, the eldest, switched allegiance to the Communist Party. Gidla recounts his incredible transformation from student and labor organizer to famous poet and founder of a left-wing guerrilla movement. And Gidla charts her mother's battles with caste and women's oppression. Page by page, Gidla takes us into a complicated, close-knit family as they desperately strive for a decent life and a more just society. A moving portrait of love, hardship, and struggle, Ants Among Elephants is also that rare thing: a personal history of modern India told from the bottom up.

During the past quarter century there has been a renaissance of interest in the use of peritoneal dialysis as the primary dialytic modality for the treatment of children with end-stage renal disease (ESRD). The development of continuous ambulatory peritoneal dialysis (APD) has facilitated the provision of prolonged dialysis to infants, children and adolescents and has provided pediatric nephrologists worldwide with a real opportunity to administer effective dialysis therapy to all patients afflicted with ESRD. It has been more than a decade since the initial publication of CAPD/CCPD in Children. In the interim, a great deal of clinical experience with patients receiving peritoneal dialysis has been accumulated and research efforts have substantially increased our understanding of the technique. Therefore, we felt that a second edition of CAPD/CCPD in Children was propitious to update the advances of the past decade.

This book addresses basic and applied aspects of two nexus points of microorganisms in agro-ecosystems, namely their functional role as bio-fertilizers and bio-pesticides. Readers will find detailed information on all of the aspects that are required to make a microbe "agriculturally beneficial." A healthy, balanced soil ecosystem provides a habitat for crops to grow without the need for interventions such as agro-chemicals. No organism in an agro-ecosystem can flourish individually, which is why research on the interaction of microorganisms with higher forms of life has increasingly gained momentum in the last 10-15 years. In fact, most of plants' life processes only become possible through interactions with microorganisms. Using these "little helpers" as a biological alternative to agro-chemicals is a highly contemporary field of research. The information presented here is based on the authors' extensive experience in the subject area, gathered in the course of their careers in the field of agricultural microbiology. The book offers a valuable resource for all readers who are actively involved in research on agriculturally beneficial microorganisms. In addition, it will help prepare readers for the future challenges that climate change will pose for agriculture and will help to bridge the current gaps between different scientific communities.

The extraordinary story of a Dalit family in southern India Poised to inherit a huge tract of land gifted by the Nizam to his father, twenty-one-year-old Narsiah loses it to a feudal lord. This triggers his migration from Vangapally, his ancestral village in the Karimnagar District of Telangana - the single most important event that would free his family and future generations from caste oppression. Years later, it saves his son Baliah from the fate reserved for most Dalits: a life of humiliation and bonded labour. A book written with the desire to make known the inhumanity of untouchability and the acquiescence and internalization of this condition by the Dalits themselves, Y.B. Satyanarayana chronicles the relentless struggle of three generations of his family in this biography of his father. A narrative that derives its strength from the simplicity with which it is told, My Father Baliah is a story of great hardship and greater resilience.

This book covers the entire topic of recurrent miscarriage extensively. Chapters cover demographics to recent and future management options. A special section on the role of controversial strategies has also been included. Lastly, the book features dedicated chapters on evidence-based approaches, which include step-by-step algorithms for the

reader's convenience.

Children's Chances urges a shift from focusing on survival to targeting children's full and healthy development. Drawing on comparative data on policies in 190 countries designed to combat poverty, discrimination, child labor, illiteracy, and child marriage, Heymann and McNeill tell what works to ensure equal opportunities for all children. Textbook of Assisted Reproductive Techniques has become a classic comprehensive reference for the whole team at the IVF clinic. The fourth edition comes more conveniently as a set of two separate volumes, one for laboratory aspects and the other for clinical applications. The text has been extensively revised, with the addition of several important new contributions on laboratory aspects including developing techniques such as PICSI, IMSI, and time-lapse imaging. The second volume focuses on clinical applications and includes new chapters on lifestyle factors, tailored ovarian stimulation, frozen-thawed embryo transfer, viral disease, and religious perspectives. As before, methods, protocols, and techniques of choice are presented by eminent international experts. The two volume set includes: ? Volume One - Laboratory Perspectives ? Volume Two - Clinical Perspectives

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In Theologising with the Sacred 'Prostitutes' of South India, Eve Rebecca Parker theologises with the Dalit women who from childhood have been dedicated to village goddesses and used as 'sacred' sex workers.

This volume fills a major gap in the evidence base on adolescents and youth in India by bringing together research, policy critiques and programme analyses in an intersectoral and multidisciplinary way. With about 373 million persons between the ages of 10 and 24 years, India has the largest number of young people of any country in the world. While this large cohort presents an excellent opportunity to reap a rich demographic dividend, their potential can be realised only with intelligent investments, which create well nourished, healthy, appropriately educated and skilled youth. This volume is based on desk reviews and is complemented by discussions with experts in 4 key thematic areas: nutrition, sexual and reproductive health, mental health and livelihoods, overall focusing on the health and wellbeing of the young in India. Each chapter provides a comprehensive picture of the current situation in a focal theme and identifies significant gaps in information/data and programmes. In addition, it explores the scenario of building capacity for undertaking research on, and with adolescents, through a qualitative needs assessment. This timely volume provides a thorough overview of related research, policy and programmes for a wide group of social and behavioural scientists and public health experts interested in India's young people.

India is home to Bollywood - the largest film industry in the world. Movie theaters are said to be the "temples of modern India," with Bombay producing nearly 800 films per year that are viewed by roughly 11 million people per day. In Bollywood Cinema, Vijay Mishra argues that Indian film production and reception is shaped by the desire for national community and a pan-Indian popular culture. Seeking to understand Bollywood according to its own narrative and aesthetic principles and in relation to a global film industry, he views Indian cinema through the dual methodologies of postcolonial studies and film theory. Mishra discusses classics such as Mother India (1957) and Devdas (1935) and recent films including Ram Lakhan (1989) and Khalnayak (1993), linking their form and content to broader issues of national identity, epic tradition, popular culture, history, and the implications of diaspora.

On the family biography of Y.B. Satyanarayana, Dalit thinker from Andhra Pradesh, India.

On the life and activities of Ayya?k??i, 1863-1941, social reformer and Dalit leader from Kerala, India.

In 1992 when a Dalit woman left the convent and wrote her autobiography, the Tamil publishing industry found her language unacceptable. So Bama Faustina published her milestone work Karukku privately in 1992-a passionate and important mix of history, sociology, and the strength to remember. Karukku broke barriers of tradition in more ways than one. The first autobiography by a Dalit woman writer and a classic of subaltern writing, it is a bold and poignant tale of life outside mainstream Indian thought and function. Revolving around the main theme of caste oppression within the Catholic Church, it portrays the tension between the self and the community, and presents Bama's life as a process of self-reflection and recovery from social and institutional betrayal. The English translation, first published in 2000 and recognized as a new alphabet of experience, pushed Dalit writing into high relief. This second edition includes a Postscript in which Bama relives the dramatic movement of her leave-taking from her chosen vocation and a special note "Ten Years Later".

Omprakash Valmiki describes his life as an untouchable, or Dalit, in the newly independent India of the 1950s. "Joothan" refers to scraps of food left on a plate, destined for the garbage or animals. India's untouchables have been forced to accept and eat joothan for centuries, and the word encapsulates the pain, humiliation, and poverty of a community forced to live at the bottom of India's social pyramid. Although untouchability was abolished in 1949, Dalits continued to face discrimination, economic deprivation, violence, and ridicule. Valmiki shares his heroic struggle to survive a preordained life of perpetual physical and mental persecution and his transformation into a speaking subject under the influence of the great Dalit political leader, B. R. Ambedkar. A document of the long-silenced and long-denied sufferings of the Dalits, Joothan is a major contribution to the archives of Dalit history and a manifesto for the revolutionary transformation of society and human consciousness.

This volume is the outcome of a seminar on the history of mathematics held at the Chennai Mathematical Institute during January-February 2008 and contains articles based on the talks of distinguished scholars both from the West and from India. The topics covered include: (1) geometry in the Sulvasatras; (2) the origins of zero (which can be traced to ideas of Ilopa in Paolini's

grammar); (3) combinatorial methods in Indian music (which were developed in the context of prosody and subsequently applied to the study of tonal and rhythmic patterns in music); (4) a cross-cultural view of the development of negative numbers (from Brahmagupta (c. 628 CE) to John Wallis (1685 CE)); (5) Kunnaka, Bhavana and Cakravala (the techniques developed by Indian mathematicians for the solution of indeterminate equations); (6) the development of calculus in India (covering the millennium-long history of discoveries culminating in the work of the Kerala school giving a complete analysis of the basic calculus of polynomial and trigonometrical functions); (7) recursive methods in Indian mathematics (going back to Paoini's grammar and culminating in the recursive proofs found in the Malayalam text Yuktibhaua (1530 CE)); and (8) planetary and lunar models developed by the Kerala School of Astronomy. The articles in this volume cover a substantial portion of the history of Indian mathematics and astronomy. This book will serve the dual purpose of bringing to the international community a better perspective of the mathematical heritage of India and conveying the message that much work remains to be done, namely the study of many unexplored manuscripts still available in libraries in India and abroad.

This volume continues the stories of the Israelite patriarchs and prophets who figured in Volume II, as well as of the semi-mythical rulers of ancient Iran. In addition to biblical, Qur'anic, and legendary accounts about Moses, Aaron, and the exodus of the Children of Israel from Egypt; of the Judges, Samuel and Ezekiel; and of Saul, David, and Solomon, it includes a version of Iranian prehistory that emphasizes the role of Manuchihr (Manushihr in Arabic) in creating the Iranian nation and state. Woven into these accounts are stories about figures belonging to the very earliest literatures of the Middle East: the mysterious al-Khidwith echoes from the epic of the Sumero-Akkadian hero Gilgamesh; the legendary exploits of Dhu I-Qarnayn, mirroring the ancient romance of Alexander; and incorporating elements about the encounter of King Solomon and Bilqis, the Queen of Sheba, of Jewish midrash and South Arabian lore. The Islamic empire was at its political and economic height during the tenth and eleventh centuries, and a new civilization was forged at the caliphal court and in society at large. One of the literary triumphs of that civilization was this rich and colorful tapestry belonging to the Islamic genre of "tales of the prophets." The tales in this volume show how threads from all the ancient civilizations of the Middle East were incorporated, absorbed, and Islamized in the brilliant fabric of that new civilization.

Written with the busy practice in mind, this book delivers clinically focused, evidence-based gynecology guidance in a quick-reference format. It explores etiology, screening, tests, diagnosis, and treatment for a full range of gynecologic health issues. The coverage includes the full range of gynecologic malignancies, reproductive endocrinology and infertility, infectious diseases, urogynecologic problems, gynecologic concerns in children and adolescents, and surgical interventions including minimally invasive surgical procedures. Information is easy to find and absorb owing to the extensive use of full-color diagrams, algorithms, and illustrations. The new edition has been expanded to include aspects of gynecology important in international and resource-poor settings.

Focused on pediatric physiology, pharmacology, pharmacokinetics and pharmacodynamics, this book illustrates the differences between the pediatric population and adults; knowledge of extreme importance not only during pediatric drug development but also in the clinical practice. Physicians, nurses, clinical pharmacologists, researchers and healthcare professionals will find this an invaluable resource. With the advent of pediatric exclusivity, and requirements to conduct clinical studies in children, an emphasis has been placed on finding a safe and efficacious dose of a drug in children. Children are not 'small adults', and drug dosing in this population requires special consideration. There are subtle physiological and biochemical differences among neonates, infants, children, adolescents and adults and dosing in pediatrics requires proper understanding of these factors. Furthermore, dosing in children, as in adults, should be based on pharmacokinetic and pharmacodynamic data. This is an evolving area, as pediatric pharmacokinetic studies are becoming mandatory for getting approval of new drugs in this population. Despite recent advances in important aspects of the lives of girls and women, pervasive challenges remain. These challenges reflect widespread deprivations and constraints and include epidemic levels of gender-based violence and discriminatory laws and norms that prevent women from owning property, being educated, and making meaningful decisions about their own lives--such as whether and when to marry or have children. These often violate their most basic rights and are magnified and multiplied by poverty and lack of education. This groundbreaking book distills vast data and hundreds of studies to shed new light on deprivations and constraints facing the voice and agency of women and girls worldwide, and on the associated costs for individuals, families, communities, and global development. The volume presents major new findings about the patterns of constraints and overlapping deprivations and focuses on several areas key to women's empowerment: freedom from violence, sexual and reproductive health and rights, ownership of land and housing, and voice and collective action. It highlights promising reforms and interventions from around the world and lays out an urgent agenda for governments, civil society, development agencies, and other stakeholders, including a call for greater investment in data and knowledge to benchmark progress.

This expansive survey spotlights pervasive issues affecting girls' and women's sexual and reproductive health across the lifecourse. Research from diverse countries around the world analyzes the complex relationships among biological, psychological, sociocultural, and economic issues—particularly in terms of inequities—as they shape women's lives. Major challenges and possibilities for intervention are examined in their national context and with their global implications, including child marriage/motherhood, reproductive care and access, fertility, childbearing, contraception, abortion, HIV/STIs, gender-based violence, sexual pleasure, and menopause. In these forceful dispatches, a consistent human rights perspective emphasizes women's control, autonomy, and agency in all stages of their lives. A sampling of topics covered: Girl child marriage: a persistent global women's health and human rights violation Investigating challenges and resilience among women living with obstetric fistula in Kenya A qualitative exploration of mainstream and social media reflections on abortion A continuum of severity of sexual intimate partner violence among black women in the United States Economic empowerment to improve sexual and reproductive health among women and girls Summarizing an interdisciplinary field on research and practical levels, *Global Perspectives on Women's Sexual and Reproductive Health Across the Lifecourse* will be an invaluable text for undergraduate and graduate courses in a wide range of fields, including public health, global health, women's studies, sociology, anthropology, gender studies, and human rights.

This edited book includes new policy-relevant research on women's health issues in Africa. Scholars explore critical topics from different disciplinary traditions using a variety of research methodologies and data sources. The contributors include African scholars with in-depth knowledge of their home contexts, who can furnish nuanced interpretations of local health issues and

trends; international researchers who bring vigorous comparative viewpoints; emerging scholars adding to scientific knowledge; and more established researchers with a deep global knowledge of women's health issues. The range of women's health issues is vast, including the HIV epidemic and its impacts; domestic violence; the persistence of homebirths; and abortion. In addition, the book investigates emerging health concerns such as CVDs and cancers. Readers will learn that, while old health issues have persisted and assumed new dimensions, newer concerns have materialized and are gaining momentum. The inability of health systems to tackle these issues complicates matters in Africa, creating a sense of desperation that can only be successfully confronted through strong political will and strategic planning, grounded in further research. This book was originally published as several special issues of Health Care for Women International.

Women still confront multiple forms of discrimination in every Asia-Pacific country. Despite robust growth and progress on many fronts, gender inequality persists and deprives the region of a significant source of human potential. Countries in the region that have done the most to tap women's talents and capacities have traveled farthest on many aspects of human development. Countries that tolerate deep inequities fall short of equal citizenship—and face social instability and economic loss, particularly acute amid global economic downturn. Today, Asia-Pacific stands at a crossroads. But with better institutions, openness to ideas, and more resources, the region is well equipped to achieve gender equality. This Report looks at three key opportunities for achieving gender equality—economics, politics and the law. Transforming institutions in all three areas, changing attitudes and assessing progress continually will open the door wide to rapid, far-reaching change for human development.

Galen's account of the brain is arguably one of the best examples of the apogee of Greek anatomical science, and is an intellectual achievement unmatched until Vesalius. This study provides a detailed and critical examination of Galen's anatomy and physiology of the brain.

Until now, the true story of John Lennon's childhood has never been told. John's sister Julia has herself been on a personal journey that has made it possible only now to reveal the full extent of the pain and difficulties - as well as the happier times - living inside John Lennon's family brought. Julia reveals the various strong, self-willed and selfish women who surrounded John as he grew up. John was removed from his mother at the age of 5 to live with his Aunt Mimi, and here Julia shows for the first time the cruelty of this decision - to both mother and son, she sheds a new light on his upbringing with Mimi which is often at dramatic odds with the accepted tale. John's frequent visits to his mother and sisters gave him the liveliness, freedom and love he sought and allowed him to develop his musical talents. The tragic death of their mother, knocked down outside Aunt Mimi's house by a speeding car when John was 17, meant that life for him and his sisters would never be the same again. Poignant, raw and beautifully written, IMAGINE THIS casts John Lennon's life in a new light and reveals the source of his emotional fragility and musical genius. It is also one family's extraordinary story of how it dealt with fame and tragedy beyond all imagining.

Now including an excerpt from Lust & Wonder, a new memoir coming in March 2016. Running with Scissors is the true story of a boy whose mother (a poet with delusions of Anne Sexton) gave him away to be raised by her psychiatrist, a dead-ringer for Santa and a lunatic in the bargain. Suddenly, at age twelve, Augusten Burroughs found himself living in a dilapidated Victorian in perfect squalor. The doctor's bizarre family, a few patients, and a pedophile living in the backyard shed completed the tableau. Here, there were no rules, there was no school. The Christmas tree stayed up until summer, and Valium was eaten like Pez. And when things got dull, there was always the vintage electroshock therapy machine under the stairs.... Running with Scissors is at turns foul and harrowing, compelling and maniacally funny. But above all, it chronicles an ordinary boy's survival under the most extraordinary circumstances.

Social marketing has become an indispensable tool for all types of organizations worldwide. This book presents high-quality cases on the development, implementation, and analysis of different social marketing campaigns that have been created by non-governmental organizations, public administrations, and even businesses. The respective cases reflect the fact that, although social marketing was initially employed by public administrations and NGOs, the number of campaigns developed by all type of organizations, including businesses, is on the rise; in fact, Corporate Social Marketing is now considered to be one of the main CSR initiatives at businesses around the globe. Pursuing an international approach, the cases in the book explore social marketing practices from a diverse set of countries and cultures around the world.

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