Diffusion Of Innovations 5th Edition

Discover a groundbreaking, science-based approach to leadership that catalyzes radical innovation for dramatic—and permanent—results. Today's business environment is undergoing a revolutionary transformation, defined by extraordinary levels of VUCA (volatility, uncertainty, complexity, and ambiguity). But most traditional companies are still built for the old-world economy when the new mandate from VUCA requires a fresh leadership approach. Dr. Sunnie Giles is a new generation expert on radical innovation who takes the mystery out of what radical innovation is and transforms organizations into ones fit to deliver radical innovation. Her in-depth research reveals that applying concepts from neuroscience, complex systems approach, and quantum mechanics can help leaders catalyze radical innovation rapidly. Giles's breakthrough leadership development program, called Quantum Leadership, is the key to survival in the today's VUCA market, with huge consequences for organizations' bottom lines. The New Science of Radical Innovation provides profound insights and actionable tools to help you accelerate the speed of execution, balance between team cohesion and self-organization, and tap into the power of collective wisdom. Inside, discover how to develop the six leadership competencies you need to catalyze radical innovation in your organization: • Self Management • Providing Safety • Creating Differentiation • Strengthening Connection • Facilitating Learning • Stimulating Radical Innovation This book will help you redefine how value is created in your industry.

Diffusion of Innovations, 5th Edition

Simon and Schuster

The best-selling guide for coping with changes in life and work, named one of the 50 all-time best books in self-help and personal development Whether you choose it or it is thrust upon you, change brings both opportunities and turmoil. Since Transitions was first published, this supportive guide has helped hundreds of thousands of readers cope with these issues by providing an elegantly simple yet profoundly insightful roadmap of the transition process. With the understanding born of both personal and professional experience, William Bridges takes readers step by step through the three stages of any transition: The Ending, The Neutral Zone, and, eventually, The New Beginning. Bridges explains how each stage can be understood and embraced, leading to meaningful and productive movement into a hopeful future. With a new introduction highlighting how the advice in the book continues to apply and is perhaps even more relevant today, and a new chapter devoted to change in the workplace, Transitions will remain the essential guide for coping with the one constant in life: change.

In order for the innovation process to be successful, not only do innovations need to be developed and reached the market, but, once they are available for users, they have to spread on a large scale. In the innovation literature, a complete explanation is lacking of why some innovations reach a phase of large-scale diffusion faster than others, including both actor- and system-level components. For instance, what drives and hinders adopters to decide to adopt the innovation on the actor and system levels, and how adopters who participate in the largescale diffusion handle the adoption process and the implementation of the innovation, are questions still unanswered. As a consequence, it remains unclear how the large-scale diffusion process can be facilitated and speeded up. This thesis addresses these issues by studying the case of renewable electricity (RE) innovations. After decades of technology development and improvements, RE innovations are now mature enough to be bought off-the-shelf by individuals and organizations. Yet, the pace of their large-scale diffusion is still too slow for countries to reach their RE generation targets and to limit global warming. Through qualitative and quantitative methods including 59 semi-structured interviews with adopters, project developers and experts in Sweden, France and Germany as well as a survey sent to the whole population of RE adopters in Sweden, an adopter perspective is taken in order to explore the adoption dynamics shaping large-scale diffusion of innovation. More specifically, the thesis identifies the drivers and challenges of adoption during large-scale diffusion and their impact on adoption decisions and strategies. The outcome of this work is presented in a compiling synthesis and six appended papers. Findings show that adopters are heterogeneous with regard to their characteristics, as well as to the drivers, challenges and strategies that affect their adoption processes. Depending on their perceptions, some adopters are more influenced by drivers and challenges than others and, as a consequence, adopters base their adoption decisions on different motives and follow different strategies to implement the innovation. Moreover, the results suggest that the dynamics that occur during the large-scale diffusion process does not only come from the actor level and the level of the system where the largescale diffusion takes place, but also from parallel systems, which are related to adopters and their contexts, including both the social networks and the industries they primarily belong. This makes adopters the central drivers of the innovation diffusion process and this distinguishes the dynamics of large-scale diffusion from the dynamics of innovation development and early diffusion, in which the innovation is the central component. Based on the findings about the adoption dynamics shaping large-scale diffusion, the thesis raises the need to consider large-scale diffusion as part of a new system, different from the innovation system and that acknowledges the specificities of this process. A tentative model accounting for the central role of adopters and for the interactions between adopters, the diffusion system and parallel systems is introduced. Finally, the implications of these findings for policy makers and managers are put forward. In particular, there is a need for policies acknowledging adopters' heterogeneity as well as the new challenges of large-scale diffusion. Strategies developed by adopters can be a source of inspiration for policy-makers, who can for instance promote the use of intermediaries, of adopters’ task environment and networks, as well as the formation of coalitions among adopters.

Nurses who conduct research have a longstanding interest in questions of nursing knowledge. Nursing Knowledge is a clear and well-informed exposition of the philosophical background to nursing theory and research. Nursing Knowledge answers such fundamental questions as: How is nursing theory related to nursing practice? What are the core elements of nursing knowledge? What makes nursing research distinctive as nursing research? It examines the history of the
philosophical debates within nursing, critiques the arguments, explains the implications and sets out to rethink the philosophical foundation of nursing science. Nursing Knowledge begins with philosophical problems that arise within nursing science. It then considers various solutions with the help of philosophical ideas arguing that nurses ought to adopt certain philosophical positions because they are the best solutions to the problems that nurses encounter. The book argues that the nursing standpoint has the potential to disclose a more complete understanding of human health than the common disease-and-dysfunction views. Because of the relationship to practice, nursing science may freely draw theory from other disciplines and nursing practice unifies nursing research. By redefining theory and philosophy, with a new philosophical perspective on nursing science, the so-called relevance gap between nursing theory and practice can be closed. The final chapter of the book 'redraws the map', to create a new picture of nursing science based on the following principles: Problems of practice should guide nursing research. Practice and theory are dynamically related. Theory research must provide the knowledge base necessary for nurse interventions, training, patient education, etc. Nursing research should develop midrange theories and its results are nursing theory is strengthened when it uses theories confirmed by integrated with other disciplines. Key features: Clear and accessibly written. Accurate and philosophically well-informed. Discusses philosophical problems in contexts familiar to nurses. Systematically examines the philosophical issues involved in nursing research. Examines epistemology (how we know what we know), theory development, and the philosophical foundations of scientific methodology. Develops a new model of nursing knowledge. Dr. Mark Risjord is Associate Professor in Philosophy at Emory University, and has a faculty appointment in the Nell Hodgson Woodruff School of Nursing. His main research areas have been in the philosophy of social science and the philosophy of medicine. He was invited to have been teaching philosophy of science and theory development in the new PhD program in the Nell Hodgson School of Nursing at Emory University since 1999. He has been awarded two competitive teaching prizes: Emory Williams Distinguished Teaching Award (2004) and the Excellence in Teaching Award (1997). He is presently serving as the Masse-Martin/NEH Distinguished Teaching Chair (2006-2010). The father of "open innovation" is back with his most significant book yet. Henry Chesbrough’s acclaimed book Open Innovation described a new paradigm for management in the 21st century. Open Services Innovation offers a new approach that demonstrates how open innovation combined with a services approach to business is an effective and powerful way to grow and compete in our increasingly services-driven economy. Chesbrough shows how companies in any industry can make the critical shift from product- to service-centric thinking, from closed to open innovation where co-creating with customers enables sustainable business models that drive continuous value creation for customers. He maps out a strategic approach and proven framework that any individual, business unit, company, or industry can put to work for renewed growth and profits. The book includes guidance and compelling examples for small and large companies, services businesses, and emerging economies, as well as a path forward for the innovation industry. "Whether you are managing a product or a service, your business needs to become more open and more inclusive in order to be more innovative. Open Services Innovation will be an invaluable guide to intrepid managers who commit to making that journey." —GARY HAMEL, visiting professor, London Business School; director, Management Lab; and author, The Future of Management "I tore out page after page to share with my leaders. Chesbrough has pioneered an entire rethink of business innovation that's rich in concept, deeply explained, with tools ready to use in every industry.” —SCOTT COOK, founder and chairman of the executive committee, Intuit "Focusing on core competence often tempts managers to keep continuing what succeeded in the past. A far more important question is what capabilities are critical in the future, and Chesbrough shows how to ask and answer these issues.” —CLAYTON CHRISTENSEN, Robert & Jane Cizik Professor of Business Administration, Harvard Business School, and author, The Innovator’s Dilemma "To thrive, businesses will need to master the lessons of open service innovation. Here is their one-stop guidebook with important lessons clearly and compellingly presented.” —JAMES C. SPOHRER, director, IBM University Programs World-Wide "Open Innovation pioneer Henry Chesbrough breaks new ground with Open Services Innovation, a persuasive argument for the power of co-creation in the world of services.” —TOM KELLEY, general manager, IDEO, and author, The Ten Faces of Innovation, The Art of Innovation "With his trademark style of beautifully explained examples, Henry Chesbrough shows how open service innovation and new business models can help you escape this product commodity trap and bring you to the next level of competition.” —ALEX OSTERWALDER, author, Business Model Generation "Open Services Innovation shows how a business can redefine itself as a service organisation and tap into faster growth through shared innovation.” —SIR TERRY LEAHY, chief executive, Tesco "Chesbrough shows how innovating openly with a services mindset can make you a market leader.” —CHARLENE LI, author, Open Leadership, and founder, Altimeter Group

Health care systems worldwide are faced with the challenge of improving the quality of care. Providing evidence from health research is necessary but not sufficient for the provision of optimal care and so knowledge translation (KT), the scientific study of methods for closing the knowledge-to-action gap and of the barriers and facilitators inherent in the process, is gaining significance. Knowledge Translation in Health Care explains how to use research findings to improve health care in real life, everyday situations. The authors define and describe knowledge translation, and outline strategies for successful knowledge translation in practice and policy making. The book is full of examples of how knowledge translation models work in closing the gap between evidence and action. Written by a team of authors closely involved in the development of knowledge translation this unique book aims to extend understanding and implementation worldwide. It is an introductory guide to an emerging hot topic in evidence-based care and essential for health policy makers, researchers, managers, clinicians and trainees.

Swarm Creativity introduces a powerful new concept—Collaborative Innovation Networks, or COINs. Its aim is to make the concept of COINs as ubiquitous among business managers as any methodology to enhance quality and competitive
advantage. The difference though is that COINs are nothing like other methodologies. A COIN is a cyberteam of self-motivated people with a collective vision, enabled by technology to collaborate in achieving a common goal—innovation—by sharing ideas, information, and work. It is no exaggeration to state that COINs are the most productive engines of innovation ever. COINs have been around for hundreds of years. Many of us have already been a part of one without knowing it. What makes COINs so relevant today, though, is that the concept has reached its tipping point—thanks to the Internet and the World Wide Web. This book explores why COINS are so important to business success in the new century. It explains the traits that characterize COIN members and COIN behavior. It makes the case for why businesses ought to be rushing to uncover their COINs and nurture them, and provides tools for building organizations that are more creative, productive and efficient by applying principles of creative collaboration, knowledge sharing and social networking. Through real-life examples in several business sectors, the book shows how to leverage COINs to develop successful products in R & D, grow better customer relationships, establish better project management, and build higher-performing teams. In short, this book answers four key questions: Why are COINs better at innovation? What are the key elements of COINs? Who are the people that participate in COINs and how do they become members? How does an organization transform itself into a Collaborative Innovation Network?

Why do policies and strategies often fail, and what can be done about it? How can complexity be managed in cases where it cannot be reduced? The answers to these questions are anything but trivial, and can only be found by combining insights from complexity science, system dynamics, system theory and systems thinking. Rooted in the seminal works of Gregory Bateson, Jay Forrester, Donella Meadows, Peter Senge, W. Brian Arthur, John Sterman and Thomas Schelling, this book bridges the gap between rigorous science and real-life experience to explore the potential and limitations of leverage points in implementing policies and strategies. It also presents diagnostic tools to help recognize system archetypes, as well as the powerful language of stock and flow diagrams, which allows us to think in terms of circular causality. These tools are subsequently employed to thoroughly analyze particularly thorny problems such as global climate change, the tragedy of the commons, path dependence, diffusion of innovations, and exponential growth of inequality.

"This book brings together noted diffusion scholars and presents a communication perspective for the study of the diffusion process. Using approaches ranging from mathematical modeling and multidimensional scaling to network analysis and agent-based modeling, chapters critically examine the current theoretical and methodological approaches in diffusion research and present novel ways to understand the process. Each chapter expands the scope of diffusion theory and lays the groundwork for the next generation of scholarship. The book is a must-read for anyone wishing to study trends in diffusion research, including diffusion scholars, marketers of ideas and products, technology and management consultants, policy makers, and individuals and organizations working on changing the status quo."—Publisher.

The Series in Communication Technology and Society is an integrated series centering on the social aspects of communication technology. Written by outstanding communications specialists, it is designed to provide a much-needed interdisciplinary approach to the study of this rapidly changing field. The industrial nations of the world have become Information Societies. Advanced technologies have created a communication world that transcends the individual, through the advent of multichannel computers, has become an active participant in this process. The "human" aspect, therefore, is as important as technologically advanced media systems in understanding communication technology. The flagship book in the Series in Communication Technology and Society, Communication Technology introduces the history and uses of the new technologies and examines basic issues posed by interactive media in areas that affect intellectual, organizational, and social life. Author and series co-editor Everett M. Rogers defines the field of communication technology with its major implications for researchers, students, and practitioners in an age of ever more advanced information exchange. CONTENTS The Changing Nature of Human Communication What Are the New Communication Technologies? History of Communication Science Adoption and Implementation of Communication Technologies Social Impacts of Communication Technologies New Theory New Research Methods Applications of the New Communication Technologies Change isn’t going anywhere. Learn how to manage it. We live in a wild world of volatility, unpredictability, chaos, and ambiguity, with change seemingly as the only constant. Change can be difficult. It often induces resistance, panic, and fatigue. And, as you may expect or have experienced first-hand, many organizations aren’t handling change all that well, with many efforts resulting in failure. What you may not realize, however, is that some workplace change initiatives are stunning successes, rolling out smoothly and more easily embraced. Why do some change initiatives fail while others succeed? How can organizations and employees handle change better? In The Hard and Soft Sides of Change Management, Kathryn Zukof offers practices and approaches to help you and your organization roll out, receive, and manage change effectively. Namely, Zukof shows that you need to manage the process (or the "hard") side of the people (or the "soft") side of change and then the sweet spot between the two. She demonstrates that when you integrate both sides, you and your organization can make change less of a hit-or-miss affair. Successful change management means deploying sound project management techniques that increase the odds of achieving the outcomes of your change initiative. It also means helping employees understand the need and vision for change, so they feel less threatened by it and become excited and energized by what’s ahead. To deliver best results, you need to: • Define the change and how to get there—with project charters and plans. • Involve the right people in the right ways—from dedicated change teams to affected stakeholders. • Build support, understanding, and awareness—with communication, training, and resistance management plans. • Assess progress and adjust along the way—through action reviews and steps to tackle thorny issues. Capturing the inherently messy nature of workplace change—from technology implementations, mergers and acquisitions, and business transformations to office relocations and more—this book offers tangible insights to help you and your organization tackle change challenges. Follow the book’s tools and practices to lessen the messy and objectionable parts of change and actively give your change initiatives the best chance for positive outcomes. Now today’s managers can prepare to successfully oversee and understand information systems with Reynold’s INFORMATION TECHNOLOGY FOR MANAGERS, 2E. This practical, insightful book prepares current and future managers to understand the critical business implications of information technology. A wealth of actual contemporary examples demonstrate how successful managers can apply information technology to improve their organizations. A new chapter on IT security, hands-on scenarios and practical cases give readers an opportunity to apply what they’re learning. This edition’s solid framework helps define the manager’s important role in information technology and in working effectively with all members of the organization to achieve results. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version. Now in its fifth edition, Diffusion of Innovations is a classic work on the spread of new ideas. In this renowned book, Everett M. Rogers, professor and chair of the Department of Communication & Journalism at the University of New Mexico, explains how new ideas spread via communication channels over time. Such innovations are initially perceived as uncertain and even risky. To overcome this uncertainty, most people seek out others like themselves who have already adopted the new idea. Thus the diffusion process consists of a few individuals who first adopt an innovation, then spread the word among their circle of acquaintances—a process which typically takes months or years. But there are exceptions: use the Internet in the 1990s, for example, may have spread more rapidly than any other innovation in the history of
humankind. Furthermore, the Internet is changing the very nature of diffusion by decreasing the importance of physical distance between people. The fifth edition addresses the spread of the Internet, and how it has transformed the way human beings communicate and adopt new ideas.

Third Completely Revised and Updated Edition Mass Communication in India is a result of the author’s in-depth study and understanding of the media. The book deals with a general introduction to Communication Theory, Advertising, Television, Effects of Media and Development. In short, the book is designed to give the student of Mass Communication a general and comprehensive view of the modern and traditional media in India. It meets the objective of being a text book as well as a book that gives an overview of mass communication in India. The new edition makes use of the important ideas of uncertainty and information. The author presents an important discussion of how new innovations generate uncertainty for individuals and organizations, how this uncertainty holds the promise of alternatives superior to practice, and how it thereby provides the motivation to seek information. Thus the diffusion of innovations is essentially presented as a social process in which subjectively perceived information about a new phenomenon is communicated.

Visualizing Human Biology is a visual exploration of the major concepts of biology using the human body as the context. Students are engaged in scientific exploration and critical thinking in this product specially designed for non-science majors. Topics covered include an overview of human anatomy and physiology, nutrition, immunity and disease, cancer biology, and genetics. The aim of Visualizing Human Biology is a greater understanding, appreciation and working knowledge of biology as well as an enhanced ability to make healthy choices and informed healthcare decisions. In developing this model, Utterback examines industries over long periods of time to discover patterns in the way innovation is introduced, adopted, and then replaced by yet further innovation.

Everett M. Rogers, 1931-2004, communications scholar and pioneer of diffusion of innovations theory; contributed articles. This book describes the reasoned action approach, an integrative framework for the prediction and change of human social behavior. It discusses critical issues related to the reasoned action framework, and provides methodological and conceptual tools for the prediction and explanation of social behavior and for designing behavior change interventions. This volume provides an overview of communication study, offering theoretical coverage of the broad scope of communication study as well as integrating theory with research. To explicate the integration process, the chapter contributors -- experts in their respective areas -- offer samples in the form of hypothetical studies, published studies, or unpublished research, showing how theory and research are integrated in their particular fields. The book will appeal to graduate students and faculty members who want a thorough overview of not only the field, but also sample research stemming from its various component parts. Dispelling the myth that innovation is invention & revolution, this text argues that innovators past & present have employed a strategy of technology brokering to source, develop & exploit new ideas. It provides a clear set of recommendations for managing the innovation process in organizations.

The process of user-centered innovation: how it can benefit both users and manufacturers and how its emergence will bring changes in business models and in public policy. Innovation is rapidly becoming democratized. Users, aided by improvements in computer and communications technology, increasingly can develop their own new products and services. These innovating users—both individuals and firms—often freely share their innovations with others, creating user-innovation communities and a rich intellectual commons. In Democratizing Innovation, Eric von Hippel looks closely at this emerging system of user-centered innovation. He explains why and when users find it profitable to develop new products and services for themselves, and why it often pays users to reveal their innovations freely for the use of all. The trend toward democratized innovation can be seen in software and information products—most notably in the free and open-source software movement—but also in physical products. Von Hippel's many examples of user innovation in action range from surgical equipment to surfboards to software security features. He shows that product and service development is concentrated among "lead users," who are ahead on marketplace trends and whose innovations are often commercially attractive. Von Hippel argues that manufacturers should redesign their innovation processes and that they should systematically seek out innovations developed by users. He points to businesses—the custom semiconductor industry is one example—that have learned to assist user-innovators by providing them with toolkits for developing new products. User innovation has a positive impact on social welfare, and von Hippel proposes that government policies, including R&D subsidies and tax credits, should be realigned to eliminate biases against it. The goal of a democratized user-centered innovation system, says von Hippel, is well worth striving for. An electronic version of this book is available under a Creative Commons license.

An architect of network theory summarizes his team’s endeavor to create a blueprint of the world’s networks, citing the scientific elements of the Internet, economies, terrorist organizations, and other knowledge-based groups. Reprint. This book provides up-to-date resources and examples of outcome measures, tools and methods that can be used by APNs in their quest to keep pace with new developments in the rapidly expanding field of outcome measurement. The chapter authors, recognized expert practitioners, offer invaluable insight into the process of conducting outcomes assessments in all APN practice, including the clinical nurse, nurse practitioner, certified registered nurse anesthetist and certified nurse midwife practice specialties. Detailed figures, tables, and examples of outcome studies from actual research in APN practice make this an essential resource for evaluating the true impact the advanced practice nurse has on the delivery and fulfillment of care.

Innovation in organisations Change agents. Arvind Singhal and Everett M. Rogers have developed this unique volume focused on the history and development of entertainment-education. This approach to communication is the process of designing and implementing a media message to both entertain and educate to increase audience members’ knowledge about an educational issue, create favorable attitudes, and change overt behavior. It uses the universal appeal of entertainment to show individuals how they can live safer, healthier, and happier lives. Entertainment formats such as soap operas, rock music, feature films, talk shows, cartoons, comics, and theater are utilized in various countries to promote messages about educational issues. This book presents a balanced picture of the entertainment-education strategy, identifying ethical and other problems that accompany efforts to bring about social change.

Change is a constant in today’s organizations. Leaders, managers, and employees at all levels must understand both how to implement planned changes and effectively handle unexpected change. The Fifth Edition of the Organization Change: Theory and Practice provides an eye-opening exploration into the nature of change by presenting the latest evidence-based research to discuss a range of theories, models, and perspectives on organization change. Bestselling author, W. Warner Burke, skillfully connects theory to practice with modern cases of effective and ineffective organization change, recent examples of transformational leadership and planned and revolutionary change, and best practices to successfully influence change. This fully-updated new edition also includes a new chapter on healthcare and government organizations, offering practical applications for non-profit organizations.
Covering classic and contemporary organization development (OD) techniques, this is a comprehensive text on individual, team, and organizational change. Incorporating OD ethics and values into each chapter, Donald L. Anderson provides discussion of the real-world application of these theoretical ideas. In-depth case studies that follow major content chapters allow students to immediately apply what they have learned. In today's challenging environment of increased globalization, rapidly changing technologies, economic pressures, and expectations in the contemporary workforce, this book is an essential tool.

The bible for bringing cutting-edge products to larger markets—now revised and updated with new insights into the realities of high-tech marketing In Crossing the Chasm, Geoffrey A. Moore shows that in the Technology Adoption Life Cycle—which begins with innovators and moves to early adopters, early majority, late majority, and laggards—there is a vast chasm between the early adopters and the early majority. While early adopters are willing to sacrifice for the advantage of being first, the early majority waits until they know that the technology actually offers improvements in productivity. The challenge for innovators and marketers is to narrow this chasm and ultimately accelerate adoption across every segment. This third edition brings Moore's classic work up to date with dozens of new examples of successes and failures, new strategies for marketing in the digital world, and Moore's most current insights and findings. He also includes two new appendices, the first connecting the ideas in Crossing the Chasm to work subsequently published in his Inside the Tornado, and the second presenting his recent groundbreaking work for technology adoption models for high-tech consumer markets.

The Business of Healthcare Innovation is the first wide-ranging analysis of business trends in the manufacturing segment of the health care industry. In this leading edge volume, Professor Burns focuses on the key role of the 'producers' as the main source of innovation in health systems. Written by professors of the Wharton School and industry executives, this book provides a detailed overview of the pharmaceutical, biotechnology, genomics/proteomics, medical device and information technology sectors. It analyses the market structures of these sectors as well as the business models and corporate strategies of firms operating within them. Most importantly, the book describes the growing convergence between these sectors and the need for executives in one sector to increasingly draw upon trends in the others. It will be essential reading for students and researchers in the field of health management, and of great interest to strategy scholars, industry practitioners and management consultants.

This text presents a key to understanding how ideas, products and opinions take off and spread throughout society - referred to as the diffusion of innovation - and provides a means to estimate how fast or slow that spread occurs. The diffusion of innovations occurs among individuals in a social system, and the pattern of communications among these individuals is a social network. The network determines how quickly innovations diffuse and the timing of each individual's adoption. The book thus analyses how social networks structure the diffusion of innovation.

Social marketing takes key marketing principles and applies them to campaigns and efforts to influence social action. In Social Marketing to Protect the Environment, the focus turns to the environment, and how social marketing can be successful to change environmental behaviour. The text begins with a definition of the Social Marketing Model and includes a discussion of various tools that can be used to develop social marketing strategies. It then moves into sections on Residential-Related Behaviours and Commercial-Related Behaviours. These sections follow a consistent format and:
- Describe a variety of environmental issues - Give examples of the numerous changes in behaviours and/or practices that would contribute to reducing the problem - Provide mini-cases that illustrate the successful use of social marketing principles along with tools to influence this behaviour in similar situations - Review what worked and what could have been improved. A final section provides future directions and recommendations.

The essential health behavior text, updated with the latest theories, research, and issues Health Behavior: Theory, Research and Practice provides a thorough introduction to understanding and changing health behavior, core tenets of the public health role. Covering theory, applications, and research, this comprehensive book has become the gold standard of health behavior texts. This new fifth edition has been updated to reflect the most recent changes in the public health field with a focus on health behavior, including coverage of the intersection of health and community, culture, and communication, with detailed explanations of both established and emerging theories. Offering perspective applicable at the individual, interpersonal, group, and community levels, this essential guide provides the most complete coverage of the field to give public health students and practitioners an authoritative reference for both the theoretical and practical aspects of health behavior. A deep understanding of human behaviors is essential for effective public health and health care management. This guide provides the most complete, up-to-date information in the field, giving you a real-world understanding and the background knowledge to apply it successfully. Learn how e-health and social media factor into health communication. Explore the link between culture and health, and the importance of community. Get up to date on emerging theories of health behavior and their applications. Examine the push toward evidence-based interventions, and global applications. Written and edited by the leading health and social behavior theorists and researchers, Health Behavior: Theory, Research and Practice provides the information and real-world perspective that builds a solid understanding of how to analyze and improve health behaviors and health.

This book models engaged scholarship; it is truly refreshing to encounter scholarship that matters to various stakeholders, academic and otherwise. - Lynne M. Harter Assistant Professor, School of Communication Studies, Ohio University Conventionally, analysts of social change perceive organizational initiatives in binary terms: for instance, projects are seen as being either top-down or bottom-up; local culture is seen as being either modern or traditional. Challenging this restrictive dualistic sentiment, this important book argues that social change emerges in a nonlinear, circuitous and dialectic process of struggle between competing poles of action. In support of their approach, the authors: - identify four dialectic tensions as being central to the process of organizing for social change: control and emancipation, oppression and empowerment, dissemination and dialogue, and fragmentation and unity; - argue for a dialectic approach which acknowledges that contradictory tensions can and do
co-exist (for example, a project can control beneficiaries with tough conditionalities even as it emancipates them through economic empowerment); and - draw upon cases set in various contexts-social justice, academic, corporate, artistic, and others-from both developing and developed countries. The authors elaborate their thesis by examining four cases in depth: the Grameen Bank in Bangladesh; the dairy cooperatives of India's National Dairy Development Board; entertainment-education broadcasts and on-the-ground community organizing in Indian villages; and community suppers in Appalachia (USA). Combining quality scholarship with a very interesting writing style, drawing from everyday life and its new insights into the processes of social change, this absorbing book is an essential text for scholars and practitioners of communication, social work, gender studies and social change.

Managing Innovation is an established, best-selling text for MBA, MSc and advanced undergraduate courses on innovation management, management of technology, new product development and entrepreneurship. It is also widely used by managers in both the service and manufacturing sectors. Now in its fifth edition, the text has been fully revised and is accompanied by the Innovation Portal at www.innovation-portal.info, which contains an extensive collection of additional digital resources for both lecturers and students. Features: The Research Notes and Views from the Front Line feature boxes strengthen the evidence-based and practical approach making this a must-read for anyone studying or working within innovation. The Innovation Portal at www.innovation-portal.info is an essential resource for both student and lecturer and includes the Innovation Toolkit — a fully searchable array of practical innovation tools along with a compendium of cases, activities, audio and video clips.

Left Brain, Right Stuff takes up where other books about decision making leave off. For many routine choices, from shopping to investing, we can make good decisions simply by avoiding common errors, such as searching only for confirming information or avoiding the hindsight bias. But as Phil Rosenzweig shows, for many of the most important, more complex situations we face—in business, sports, politics, and more—a different way of thinking is required. Leaders must possess the ability to shape opinions, inspire followers, manage risk, and outmaneuver and outperform rivals. Making winning decisions calls for a combination of skills: clear analysis and calculation—left brain—as well as the willingness to push boundaries and take bold action—right stuff. Of course leaders need to understand the dynamics of competition, to anticipate rival moves, to draw on the power of statistical analysis, and to be aware of common decision errors—all features of left brain thinking. But to achieve the unprecedented in real-world situations, much more is needed. Leaders also need the right stuff. In business, they have to devise plans and inspire followers for successful execution; in politics, they must mobilize popular support for a chosen program; in the military, commanders need to commit to a battle strategy and lead their troops; and in start-ups, entrepreneurs must manage risk when success is uncertain. In every case, success calls for action as well as analysis, and for courage as well as calculation. Always entertaining, often surprising, and immensely practical, Left Brain, Right Stuff draws on a wealth of examples in order to propose a new paradigm for decision making in synch with the way we have to operate in the real world. Rosenzweig's smart and perceptive analysis of research provides fresh, and often surprising, insights on topics such as confidence and overconfidence, the uses and limits of decision models, the illusion of control, expert performance and deliberate practice, competitive bidding and new venture management, and the true nature of leadership.

It is well known that the introduction of a new technology in one organization not always produces the intended benefits (Levine, 1994). In many cases, either the receivers do not reach the intended level of use or simply the technology is rejected because it does not match with the expectations (true or false) and the accepted psychological effort to use it. The case of formal methods is a paradigmatic example of continual failures. The published cases with problems or failures only constitute the visible part of a large iceberg of adoption cases. It is difficult to get companies to openly express the problems they had; however, from the experience of the author, failure cases are very common and they include any type of company. Many reasons to explain the failures (and in some cases the successes) could be postulated; however, the experiences are not structured enough and it is difficult to extract from them useful guidelines for avoiding future problems. Generally speaking, there is a trend to find the root of the problems in the technology itself and in its adequacy with the preexistent technological context. Technocratic technology transfer models describe the problems in terms of these aspects. Although it is true that those factors limit the probability of success, there is another source of explanations linked to the individuals and working teams and how they perceive the technology.

In Engines of Innovation, Holden Thorp and Buck Goldstein make the case for the pivotal role of research universities as agents of societal change. They argue that universities must use their vast intellectual and financial resources to confront global challenges such as climate change, extreme poverty, childhood diseases, and an impending worldwide shortage of clean water. They provide not only an urgent call to action but also a practical guide for our nation's leading institutions to make the most of the opportunities available to be major players in solving the world's biggest problems. A preface and a new chapter by the authors address recent developments, including innovative licensing strategies, developments in online education, and the value of arts and sciences in an entrepreneurial society.

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