Read Online Cultural Strategy Using Innovative Ideologies To Build Breakthrough Brands

Cultural Strategy: Douglas Holt 2010-10-28 Market innovation has long been dominated by the worldview of engineers and economists—build a better mousetrap and the world will take notice. The most influential strategy books—such as Competing for the Future, The Innovator’s Dilemma, and Blue Ocean Strategy—argue that innovation should focus on breakthrough functionality. Holt and Cameron challenge this conventional wisdom. They develop a cultural approach to innovation: champion a better ideology and the world will take notice. The authors use detailed historical analyses of the take-offs of Nike, vitaminwater, Marlboro, Starbucks, Jack Daniel’s, Levi’s, ESPN, and Ben & Jerry’s to build a powerful new theory. They show how brands in mature categories come to rely upon similar conventional brand expressions, leading to what the authors call a cultural orthodoxy. Historical changes in society threaten this orthodoxy by creating demand for new culture. Cultural innovation draws upon sources of novel cultural content lurking in subcultures, social movements, and the media—to develop brands that respond to this emerging demand, leapfrogging entrenched incumbents. The authors demonstrate how they have adapted this theory into a step-by-step cultural strategy model, which they successfully applied to start-ups (Fat Ture beer), consumer technologies (Clearblue pregnancy tests), under-funded challengers (Fuse music television), and social enterprises (Freelancer’s Union). Holt and Cameron conclude by explaining why top marketing companies fail at cultural innovation. Using careful organizational research, the authors demonstrate that companies are trapped in the brand bureaucracy, which systematically derails innovation. Cultural innovation requires a new organizational logic. In all of their cases, the authors find that the cultural innovators have rejected the brand bureaucracy. Written by one of the leading authorities on brands and marketing in the world today, Cultural Strategy transforms what has always been treated as the “intuitive” side of branding into a systematic strategic discipline.

How Brands Become Icons: D. B. Holt 2004-09-15 Coca-Cola. Harley-Davidson. Nike. Budweiser. Valued by customers more for what they symbolize than for what they do, products like these are more than brands—they are cultural icons. How do managers create brands that resonate so powerfully with consumers? Based on extensive historical analyses of some of America’s most successful iconic brands, including ESPN, Mountain Dew, Volkswagen, Budweiser, and Harley-Davidson, this book presents the first systematic model to explain how brands become icons. Douglas B. Holt shows how iconic brands create “identity myths” that, through powerful symbolism, soothe collective anxieties resulting from acute social change. Holt warns that icons can’t be built through conventional branding strategies, which focus on benefits, brand personalities, and emotional relationships. Instead, he calls for a deeper cultural perspective on traditional marketing themes like targeting, positioning, brand equity, and brand loyalty—and outlines a distinctive set of “cultural branding” principles that will radically alter how companies approach everything from marketing strategy to market research to hiring and training managers. Until now, Holt shows, even the most successful iconic brands have emerged more by intuition and serendipity than by design. With How Brands Become Icons, managers can leverage the principles behind some of the most successful brands of the last half-century to build their own iconic brands. Douglas B. Holt is associate professor of Marketing at Harvard Business School.

Inside Marketing: Detlev Zwicker 2011-02-24 The intensification of marketing activities in recent years has led the public to become much more aware of its role as consumers. Yet, the increased visibility of marketing materials and associated messages in everyday life is in contrast with the often little understood inner workings of the marketing profession itself, despite the widespread recognition of marketers as key agents in shaping the face of global capitalism. Inside Marketing offers a theoretically informed critical perspective on contemporary marketing practice and its growing cultural, economic, and political influence worldwide. This book brings together leading scholars and practitioners from the fields of business, history, economic sociology, and cultural anthropology, to analyse the inner workings and outer effects of marketing as a material social practice, an ideology, and a technique. Their work raises some important and timely questions. How has marketing transformed the pharmaceutical industry and what are the consequences for our lives? How does marketing influence the way we think of progress and modernity? How has marketing changed the way we think of childhood? And how does marketing appropriate the creativity of consumers for profit? This book offers scholars, policy-makers, and practitioners a theoretical and conceptual understanding of how marketing works as a cultural institution and as an ideology.

Wild Thinking: Nick Liddell 2019-05-03 Who is McLaren’s greatest nemesis? What disadvantages Ocado about their competitors? What wakes Google up at 4am? Why does Wimbledon sweat the small stuff? Wild Thinking will provide readers with the confidence to run their business differently, through unique access to thinking from the most original organizations in business today. The most successful businesses in the world are singular in their goals, yet they express them in many different and creative ways, allowing them to own a space that’s distinctly theirs. This book provides access to previously untold stories of how brand leaders at some of the most interesting global businesses solve their biggest challenges. Including interviews with Google, Ocado, McLaren, Comic Relief, V&A, National Trust, Dropbox and more, each chapter of Wild Thinking explores a different question about life and work, ending with a single-minded point of view to help you consider your business from a new perspective. It’s hard to keep up and stand out in constantly growing and changing markets. To succeed you need absolute clarity about what your brand and business offers; it’s time to break the rules.

Investing in Cultural Diversity and Intercultural Dialogue- Unesco 2009 This report analyses all aspects of cultural diversity, which has emerged as a key concern of the international community in recent decades, and maps out new approaches to monitoring and shaping the changes that are taking place. It highlights, in particular, the interrelated challenges of cultural diversity and intercultural dialogue and the way in which strong homogenizing forces are matched by persistent diversifying trends. The report proposes a series of ten policy-oriented recommendations, to the attention of States, intergovernmental and non-governmental organizations, international and regional bodies, national institutions and the private sector on how to invest in cultural diversity. Emphasizing the importance of cultural diversity in different areas (languages, education, communication and new media development, and creativity and the marketplace) based on data and examples collected from around the world, the report is also intended for the general public. It proposes a coherent vision of cultural diversity and clarifies how, far from being a threat, it can become beneficial to the action of the international community.

How Culture Shapes the Climate Change Debate- Andrew J. Hoffman 2015-03-11 Though the scientific community largely agrees that climate change is underway, debates about this issue remain fiercely polarized. These conversations have become a rhetorical contest, one where opposing sides try to achieve victory through playing on fear, distrust, and intolerance. At its heart, this split no longer concerns carbon dioxide, greenhouse gases, or climate modeling; rather, it is the product of contrasting, deeply entrenched worldviews. This brief examines what causes people to reject or accept the scientific consensus on climate change. Synthesizing evidence from sociology, psychology, and political science, Andrew J. Hoffman lays bare the opposing cultural lenses through which science is interpreted. He then extracts lessons from major cultural shifts in the past to engender a better understanding of the problem and motivate the public to take action. How Culture Shapes the Climate Change Debate makes a powerful case for a more scientifically literate public, a
more socially engaged scientific community, and a more thoughtful mode of public discourse.

The Oxford Handbook of the Study of Religion-Michael Stausberg
2017-01-24 The Oxford Handbook of the Study of Religions provides a comprehensive overview of the academic study of religions. Written by an international team of leading scholars, its fifty-one chapters are divided thematically into seven sections. The first section addresses conceptual aspects of research on religion. Part two surveys eleven major frameworks of analysis, interpretation, and explanation of religion. Reflecting recent turns in the humanities and social sciences, part three considers eight forms of the expression of religion. Part four provides a discussion of the ways societies and religions, or religious organizations, are shaped by different forms of allocation of resources (i.e., economy). Other chapters in this section consider law, the media, nature, medicine, politics, science, sports, and tourism. Part five reviews important developments, distinctions, and arguments for each of the selected topics. The study of religion addresses religion as a historical phenomenon and part six looks at seven historical processes. Religion is studied in various ways by many disciplines, and this Handbook shows that the study of religion is an academic discipline in its own right. The disciplinary profile of this volume is reflected in part seven, which considers the history of the discipline and its relevance. Each chapter in the Handbook references at least two different religions to provide fresh and innovative perspectives on key issues in the field. This authoritative collection will advance the state of the discipline and is an invaluable reference for students and scholars.

One Plus One Equals Three-Dave Trott 2015-06-04 How do you make something out of nothing? Up your game with this masterclass in creative thinking. Combining Trott's distinctive methodology and humour and practical advice, One Plus One Equals Three is a collection of provocative anecdotes and thought experiments designed to light a fire under your own creative ambitions. From the First World War sailor who survived being sunk three times in one day to the one-time 'merchant of death' who made his name a byword for peace, and the gypsy who lost two fingers and then reinvented jazz. From boardroom to battlefield, these stories of unconventional wisdom from one of the world's most advertising greats are a rallying cry for anyone who wants to think differently, stand out and truly innovate.

Television Culture-John Fiske 2010-10-18 This revised edition of a now classic text includes a new introduction by Henry Jenkins, explaining 'Why Fiske Still Matters' for today's students, followed by a discussion between former Fiske students Ron Becker, Aniko Bodroghkozy, Steve Classen, Elana Levine, Jason Mittell, Greg Smith and Pam Wilson on 'John Fiske and Television Culture'. Both Trott's distinctive methodology and humour and practical advice, One Plus One Equals Three is a collection of provocative anecdotes and thought experiments designed to light a fire under your own creative ambitions. From the First World War sailor who survived being sunk three times in one day to the one-time 'merchant of death' who made his name a byword for peace, and the gypsy who lost two fingers and then reinvented jazz. From boardroom to battlefield, these stories of unconventional wisdom from one of the world's most advertising greats are a rallying cry for anyone who wants to think differently, stand out and truly innovate.

The Brand Mapping Strategy-Karen Leland 2016-06-20 A fundamental paradigm shift has occurred in marketing and branding. Today the most successful CEOs, executives, entrepreneurs and enterprises set their sites on developing a long-term platform instead of a short-term strategy that supports and builds buzz for their personal or business brand. That's really the key to the new business mindset — the recognition that branding and marketing are an ongoing, steady stream of small efforts, not a series of gigantic pushes. Social media, blogging and other business development activities — both digital and offline — are about the ongoing, organic process of building a brand, creating credibility and increasing the number of people that you funnel into your potential client and network pipeline. Converting those people into clients or fans may take a month, a year or two years, but the new mindset leads you to strategies that will keep that pipeline full. In short: Trott’s distinguishes method/strategy from mind/branding. This essential handbook of brand marketing offers a fast-paced, field-tested view of how branding decisions happen in the context of business strategy, not just in marketing communications. With a combination of perspectives from business strategy, customer experience, and even anthropology, this new and updated edition outlines the challenges traditional branding faces in a hyper-connected world. This essential handbook of brand marketing offers an encyclopedia of do's and don'ts, including new case studies of how these concepts are being used by the world's most successful and valuable brands. 60-Minute Brand Strategist is your battle plan, filled with powerful branding tools and techniques to win your customers' hearts and defeat the competition.

Changing Organizational Culture-Mats Alvesson 2015-09-21 How is practical change work carried out in modern organizations? And what kind of challenges, tasks, and problems do people face as part of it? In a turbulent and changing world, organizational culture is often seen as central for sustained competitiveness. Organizations are faced with increased demands for change but these are often so challenging that they meet heavy resistance and fizzle out. Changing Organizational Culture encourages the development of a reflective approach to organizational change, providing insights into why it may be difficult to maintain momentum in change processes. Based around an illuminating case study of a cultural change programme, the book provides 15 lessons on the entire change journey; from analysis and design, to implementation and how organizational members should approach change projects. This enhanced edition considers the most recent studies on organizational change practice.
Cultural strategy using innovative ideologies to build breakthrough brands

Consumer Behaviour—Michael R. Solomon 2008

Organizational Culture and Leadership—Edgar H. Schein 2016-12-27 The book that defined the field, updated and expanded for today’s organizations Organizational Culture and Leadership is the classic reference for managers and students seeking a deeper understanding of the inter-relationship of organizational culture dynamics and leadership. Author Edgar Schein is the “father” of organizational culture, world-renowned for his expertise and research in the field; in this book, he analyzes and illustrates through cases the abstract concept of culture and shows its importance to the management of organizational change. This new fifth edition shows how culture has become a popular concept leading to a wide variety of research and developments, including ideas of power and storytelling. Accompanying the text is an online pedagogic and research ideas guide available for course instructors and lecturers at Routledge.com. Changing Organizational Culture will be vital reading for students, researchers and practitioners working in organizational studies, change management and HRM.

Ten Lessons for a Post-Pandemic World—Fareed Zakaria 2020-10-06 COVID-19 is speeding up history, but how? What is the shape of the world to come? Lenin once said, “There are decades when nothing happens and decades when nothing happens except...” Written in the form of ten “lessons,” covering topics from natural and technological, and economic consequences that may take years to unfold. Leni’s crystal ball is clouded by COVID-19 but Zakaria draws a critical lens on injustices, and injecting hope and optimism into seemingly hopeless problems. By combining communication and social justice frameworks with contemporary comedy examples, Cahit Borum Chattoo and Lauren Feldman show us how comedy can help to serve as a vehicle of change. Through rich case studies, audience research, and interviews with comedians and social justice leaders and strategists, A Comedian and an Activist Walk into a Bar: The Serious Role of Comedy in Social Justice explains how comedy – both in the entertainment marketplace and as cultural strategy – can engage audiences with issues such as global poverty, climate change, immigration, and sexual assault, and how activists work with comedy to reach and empower publics in the networked, participatory digital media age.

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The Politics of Innovation—Mark Zachary Taylor 2016-05-04 Why are some countries better than others at science and technology (S&T)? Written in an accessible style, The Politics of Innovation provides readers from all backgrounds and levels of expertise a comprehensive introduction to the debates over national S&T competitiveness. It synthesizes over fifty years of theory and research on national innovation rates, bringing together the current political and economic wisdom, and latest findings, about how nations become S&T leaders. Many experts mistakenly believe that...
domestic institutions and policies determine national innovation rates. However, after decades of research, there is still no agreement on precisely how this happens, exactly which institutions matter, and little aggregate evidence has been produced to support any particular explanation. Yet, despite these problems, a core faith in a relationship between domestic institutions and national innovation rates remains widely held and little challenged. The Politics of Innovation confronts head-on this contradiction between theory, evidence, and the popularity of the institutions-innovation hypothesis. It presents that evidence determines the relative importance of domestic institutions and policies do not determine innovation rates. Instead, it argues that social networks are as important as institutions in determining national innovation rates. The Politics of Innovation also introduces a new theory of “creative insecurity” which explains how institutions, policies, and networks are all subsequent to politics. It argues that, ultimately, each country’s balance of domestic rivalries vs. external threats, and the ensuing political fights, are what drive S&T competitiveness. In making its case, The Politics of Innovation draws upon statistical analysis and comparative case studies of the United States, Japan, South Korea, China, Taiwan, Thailand, the Philippines, Argentina, Brazil, Mexico, Canada, Turkey, Israel, Russia and a dozen countries across Western Europe.

Genghis Khan and the Making of the Modern World-Jack Weatherford 2005 A re-evaluation of Genghis Khan’s rise to power examines the reforms the conqueror instituted throughout his empire and his uniting of East and West, which set the foundation for the nation-states and economic systems of the modern era.

The Entrepreneurial State-Mariana Mazzucato 2015-11-15 Named one of the best books of the year by ‘The Financial Times’, ‘Huffington Post’, and ‘Forbes’, this debate-shifting book debunks the myth of the State as a static, bureaucratic organization only needed to ‘fix’ market failures, leaving dynamic entrepreneurship and innovation to the private sector. Case studies ranging from the innovations that make the iPhone so ‘smart’ to the current developments in clean technology reveal the reality, whereby the private sector must only invest after the entrepreneurial State has made the bold, high-risk investments.

China’s Influence and American Interests-Larry Diamond 2019-08-01 While Americans are generally aware of China’s ambitions as a global economic and military superpower, few understand just how deeply and assertively that country has already sought to influence American society. As the authors of this volume write, it is time for a wake-up call. In documenting the extent of Beijing’s expanding influence operations inside the United States, they aim to raise awareness of China’s efforts to penetrate and sway a range of American institutions: state and local governments, academia, think tanks, media, and businesses. And they highlight other aspects of the propagandistic “discourse war” waged by the Chinese government and Communist Party leaders that are less expected and more alarming, such as their view of Chinese Americans as members of a worldwide Chinese diaspora that owes undefined allegiance to the so-called Sinophone Nation. Featuring ideas and policy proposals from leading China specialists, China’s Influence and American Interests argues that a successful future relationship requires a rebalancing toward greater transparency, reciprocity, and fairness. Throughout, the authors also strongly state the importance of avoiding casting aspersions on Chinese and on Chinese Americans, who constitute a vital portion of American society. But if the United States is to fare well in this increasingly adversarial relationship with China, Americans must have a far better sense of that country’s ambitions and methods than they do now.

Consumer Culture Theory-Eric J. Arnowl 2018-06-21 Outlining the key themes, concepts and theoretical areas in the field, this book draws on contributions from prominent researchers to unravel the complexities of consumer culture by looking at how it affects personal identity, social interactions and the consuming human being. A field which is characterised as being theoretically challenging is made accessible through learning features that include case study material, critical reflection, research directions, further reading and a broad range of the types of consumption and consumption contexts including emerging markets and economies. The structure of the book is designed to help students map the field in the way it is interpreted by researchers and follows the conceptual mapping in the classic Arnowl & Thompson 2005 journal article. The book is organised into three parts - the Consumption Identity, Marketplace Cultures and the Socio-Historic Patternning of Consumption. Insight is offered into both the historical roots of consumer culture and the everyday experiences of navigating the contemporary marketplace. The book is supported by a collection of international case studies and real world scenarios, including: How Fashion Bloggers Rule the Fashion World; The Kendall Jenner Pepsi Commercial; Professional Beer Pong, Military Recruiting Campaigns, The World Health Organization and the Corporatization of Education. The go-to text for anyone new to CCT or postgraduate students writing a CCT-related thesis.

Dead Aid-Dambisa Moyo 2009-03-17 Describes the state of postwar development policy in Africa that has channeled billions of dollars in aid but failed to either reduce poverty or increase growth, offering a hopeful vision of how to address the problem.

The Design of Everyday Things-Don Norman 2013-11-05 Even the smartest among us can feel inept as we fail to figure out which light switch or even burner to turn on, or whether to push, pull, or slide a door. The fault, argues this ingenious—even liberating—book, lies not in ourselves, but in product design that ignores the needs of users and the principles of cognitive psychology. The problems range from ambiguous and hidden controls to arbitrary relationships between controls and functions, coupled with a lack of feedback or other assistance and unreasonable demands on memorization. The Design of Everyday Things shows that good, usable design is possible. The rules are simple: make things visible, exploit natural relationships that couple function and control, and make intelligent use of constraints. The goal: guide the user effortlessly to the right action on the right control at the right time. In this entertaining and insightful analysis, cognitive scientist Don Norman bails excellence of design as the most important key to regaining the competitive edge in influencing consumer behavior. Now fully expanded and updated, with a new introduction by the author, The Design of Everyday Things is a powerful primer on how—and why—some products satisfy customers while others just frustrate them.

Civilizational Imperatives-Oliver Charbonneau 2020-09-15 In Civilizational Imperatives, Oliver Charbonneau reveals the little-known history of the United States’ colonization of the Philippines’ Muslim South in the early twentieth century. Often referred to as Moroland, the Suluh Archipelago and the island of Mindanao were sites of intense US engagement and laboratories of colonial modernity during an age of global imperialism. Exploring the complex relationship between colonizer and colonized from the late nineteenth century until the eve of the Second World War, Charbonneau argues that American power in the Islamic Philippines rested upon a transformative vision of colonial rule. Civilization, protection, and instruction became watchwords for US military officers and civilian administrators, who enacted fantasies of racial reform among the diverse societies of the region. Violence saturated their efforts to remake indigenous politics and culture, embedding itself into governance strategies used across four decades. Although it took place on the edges of the Philippine colonial state, this fraught civilizing mission did not occur in isolation. It shared structural and ideological connections to US settler conquest in North America and also borrowed liberally from European and Islamic empires. These circuits of cultural, political, and institutional exchange—accessed by colonial and anticolonial actors alike—gave empire in the Southern Philippines its hybrid character. Civilizational Imperatives is a story of colonization and connection, reaching across nations and empires in its examination of a Southeast Asian space under US sovereignty. It presents an innovative new portrait of the American empire’s global dimensions and the many ways they shaped the colonial encounter in the Southern Philippines.

Local Economic and Employment Development (LEED) Culture and Local Development-OECD 2005-04-21 This publication highlights the impact of culture on local economies and the methodological issues related to its identification.

Designing Regenerative Cultures-Daniel Christian Wahl 2016-05-01 This is a ‘Whole Earth Catalog’ for the 21st century: an impressive and wide-ranging analysis of what’s wrong with our societies, organizations, ideologies, worldviews and cultures – and how to put them right. The book covers the finance system, agriculture, design, ecology, economy, sustainability, organizations and society at large.

How the Workers Became Muslims-Ferruh Yilmaz 2016-02-22 Writing in the beginning of the 1980s, Ernesto Laclau and Chantal Mouffe explored possibilities for a new socialist strategy to capitalize on the perceived fragmented political and social conditions. Two and a half decades later, Ferruh Yilmaz acknowledges that the populist Far Right—not the socialist movement—has demonstrated greater facility in adopting successful hegemonic strategies along new structural lines Laclau and Mouffe imagined. Right-wing hegemonic strategy, Yilmaz argues, has led to the
Strategic Intuition: This book shows how to draw an organization's strategy by using interactive drawing to engage others and achieve buy-in. Additional online resources available including Strategy Drawing Templates, plus Builder Slides and case studies materials for instructors.

Driving Innovation: Michael A. Golin 2008-02-04 How does IP balance the exclusive rights of innovators with public demand for access to their innovations? How can organizations manage IP strategically to meet their goals? How do IP strategies play out on the global stage? Driving Innovation reveals the dynamics of intellectual property (IP) as it drives the innovation cycle and shapes global society. The book presents fundamental IP concepts and practical legal and business strategies that apply to all innovation communities, including industry, non-profit institutions, and developing countries. Further, it draws on the author's broad experience, news headlines, and precedent-setting rulings relating to patents, trademarks, copyrights, and trade secrets - from biotechnology to the open source movement. General readers and students will welcome the lively overview of this complex topic, while executives and practitioners can gain new insights and valuable approaches for putting ideas to work and navigating within or changing the global IP system to expand innovation.

Strategy Builder: Stephen Cummings 2015-02-13 A visual and interactive guide to building and communicating strategies that actually work YOUR STRATEGY HAS SEVEN SECONDS TO CAPTIVATE ITS AUDIENCE... So how are you going to present it? A big wordy document? A lengthy address? Slides full of bullet points? The best way to engage and involve people is through pictures. Strategy Builder shows you how to creatively combine the best strategy frameworks to orient and animate strategy discussion and development in your team. This visual, interactive guide, with illustrations by Visory, uses real world examples and practical tips to help you: Discover the five key foundations that every strategy should be built upon. Draw compelling and unforgettable images that capture strategy and help you convey it. Develop your skills as a leader of strategy discussions Understand how to use interactive drawing to engage others and achieve buy-in. Additional online resources available including Strategy Drawing Templates, plus Builder Slides and case studies materials for instructors. Locate the 'Companion Website' link towards the bottom of this page to access these materials.

The Extreme Gone Mainstream: Cynthia Miller-Idriss 2019-11-05 This book comes at a time that could hardly be more important. Miller-Idriss opens up a completely new approach to understanding the processes of violent radicalization through subcultural products...(and) will surely become a standard work in the study of right-wing extremism. - Daniel Koenker, founder and director of the German Institute on Radicalization and De-Radicalization Studies, dies.

Anti-Bias Education for Young Children and Ourselves: Louise Derman-Sparks 2020-04-07 Anti-bias education begins with you! Become a skilled anti-bias teacher with this practical guide. It is a new and unmatched resource that provides tools and strategies to help educators remove barriers to race equity and to understand and develop skills in teaching and applying the principles of strategy. It is an invaluable resource for any executive wanting to improve engagement in strategy development and c

Discipling Nations: Darrow L. Miller 2002-01-16 This book joins the debate. Experts from different countries trigger a global debate on public diplomacy, 'PD' has become an issue in most countries. This book joins the debate. Experts from different countries trigger a global debate on public diplomacy, 'PD' has become an issue in most countries. This book joins the debate. Experts from different countries trigger a global debate on public diplomacy, 'PD' has become an issue in most countries.

The Diversity Delusion: Heather Mac Donald 2018-09-04 By the New York Times bestselling author: a provocative account of the attack on the humanities, the rise of intolerance, and the erosion of serious learning America is in crisis, from the university to the workplace. Toxic ideas first spread by higher education have undermined humanistic values, fueled intolerance, and widened divisions in our larger culture. Chaucer, Shakespeare and Milton? Oppressive. American history? Tyranny. Professors correcting grammar and spelling, or employers hiring by merit? Racist and sexist. Students emerge into the working world believing that human beings are defined by their skin color, gender, sexual preference, and that oppression based on these characteristics is silenced with brute force. The Diversity Delusion argues that the root of this problem is the belief in America's endemic racism and sexism, a belief that has engendered a metastasizing diversity bureaucracy in society and academia. Diversity commissioners pronounce meritocratic standards as discriminatory, enforce hiring quotas, and teach students and adults alike to think of themselves as perpetual victims. From MeToo masculinity that blurs flirtations with criminal acts, to implicit bias and diversity compliance training that sees racism in every interaction, Heather Mac Donald argues that we are creating a nation of narrowed minds, primed for grievance, and that we are putting our competitive edge at risk. But there is hope in the works of authors, composers, and artists who have long inspired the best in us. Consulting the author's decades of research and writing on the subject, The Diversity Delusion calls for a return to the classical liberal pursuits of open-minded inquiry and expression, by which everyone can discover a common humanity.

Introduction to Sociology 2e: Heather Griffiths 2017-12-31 Introduction to Sociology 2e adheres to the scope and sequence of a typical, one-semester introductory sociology course. It offers comprehensive coverage of core concepts, foundational scholars, and emerging theories, which are supported by a wealth of engaging learning materials. The textbook presents detailed section reviews with rich questions, discussions that help students apply their knowledge, and features that draw learners into the discipline in meaningful ways. The second edition retains the book's conceptual organization, aligning to most courses, and has been significantly updated to reflect the latest research and provide examples most relevant to today's students. In order to help instructors transition to the revised version, the 2e changes are described within the preface. The images in this textbook are grayscale. Authors include: Heather Griffiths, Nathan Keirns, Eric Strayer, Susan Cody-Rydziewski, Gail Scaramuzzo, Tommy Sadler, Sally Vヤian, Jeff Bry, Faye Jones

The New Public Diplomacy: J. Melissen 2005-11-22 After 9/11, which triggered a global debate on public diplomacy, 'PD' has become an issue in most countries. This book joins the debate. Experts from different countries and from a variety of fields analyze the theory and practice of public diplomacy. They also evaluate how public diplomacy can be successfully used to support foreign policy.