

1. Record Nr.	UNINA9910454174803321
Autore	Lakhani Dave <1965->
Titolo	Subliminal persuasion [[electronic resource]] : influence & marketing secrets they don't want you to know // Dave Lakhani
Pubbl/distr/stampa	Hoboken, N.J., : John Wiley & Sons, c2008
ISBN	1-281-38146-2 9786611381462 0-470-28209-6
Descrizione fisica	1 online resource (226 p.)
Disciplina	658.8001/9
Soggetti	Subliminal advertising Subliminal projection Marketing - Psychological aspects Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. 191-194) and index.
Nota di contenuto	Creating message contagion -- Leverage applied propaganda -- Position and package your legend -- Control the emotion and the content -- Get a real endorsement -- Understand beliefs and true believers -- Harness the power of the people's media -- Deliver the experience -- The subliminal power of words -- Creating a cult following -- Seduction.
Sommario/riassunto	If you're an entrepreneur, salesperson, advertiser, or business owner, understanding the art of subliminal persuasion will give your bottom line a big boost. In Subliminal Persuasion, master marketer Dave Lakhani reveals in step-by-step detail the exact techniques that really work in persuading and influencing others. It's not about lying or tricking anyone, it's about know what will appeal to people and how communicate that appeal effectively, profitably, and ethically. This is marketing that really convinces.

2. Record Nr.	UNINA9910457246203321
Autore	Glasby Jon
Titolo	Evidence, policy and practice : Critical perspectives in health and social care
Pubbl/distr/stampa	Bristol : , : Policy Press, , 2011 ©2011
ISBN	1-84742-284-5 1-4473-0225-7 1-283-21262-5 1-84742-943-2
Descrizione fisica	1 online resource (138 p.)
Disciplina	362
Soggetti	Social service - Government policy Medical policy SOCIAL SCIENCE - Human Services POLITICAL SCIENCE - Public Policy - Social Services & Welfare SOCIAL SCIENCE - Social Work Policy Making Public Policy Electronic resource Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Ten steps for creating receptive organisational contexts -- Conclusion -- 8 Conclusion -- Index. Conclusion -- 6 From evidence-based to knowledge-based policy and practice -- Cases for change -- different approaches to 'what works' -- Towards 'knowledge-based practice' -- Putting it into practice -- A typology of evidence for decision making? -- A 'due diligence' approach (aka 'quick and dirty') -- Conclusion -- 7 Receptive contexts and the role of knowledge management in evidence-based practice -- Introduction -- Why focus on context? -- Receptive organisational contexts -- Knowledge management: key concepts -- Knowledge

management: strategies.

Policy transfer -- From transfer to translation -- Individualised budgets: explaining policy migration -- Conclusion -- Appendix -- 4 Policy making through a rhetorical lens -- Different ways of seeing policy making -- The value of rhetorical analysis -- Rhetoric confronts uncertainty and ethical dilemmas in policy making -- Arguments are constructed for particular audiences -- Rhetoric extends our understanding of rationality -- Conclusion -- 5 Implementing policy -- A brief history of policy implementation -- Policy implementation or policy change? -- Making sense of implementation.

List of figures, tables and boxes -- Notes on contributors -- 1

Introduction -- Tensions between policy and evidence -- How does evidence influence policy (if at all)? -- Our aims and approach -- 2 The policy process -- Introduction -- The policy process -- Evaluation and the policy process -- Using evidence -- Evidence-based policy making -- Defining EBPM -- Hierarchies of evidence -- Hierarchies of relevance -- Evidence-informed policy or evidence-legitimised policy? -- Conclusion -- 3 From policy transfer to policy translation: the role of evidence in policy borrowing.

Sommario/riassunto

This edited book provides a hard-hitting and deliberately provocative overview of the relationship between evidence, policy and practice, how policy is implemented and how research can and should influence the policy process.
