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Titolo	Communicating social and environmental issues effectively / / authored by Betsy Reed (Big Sky Strategic Communications, UK)
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ISBN	9781838674694 1838674691 9781838674670 1838674675
Edizione	[1st ed.]
Descrizione fisica	1 online resource (206 pages)
Collana	PRCA practice guides
Disciplina	304.2014
Soggetti	Communication in the environmental sciences Communication in the social sciences Environmental policy - Social aspects Business communication Business & Economics - Business Communication - General Business communication & presentation
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Intro -- Half Title Page -- Title Page -- Copyright Page -- Dedication Page -- Contents -- About the Author -- Foreword -- Acknowledgement -- 1-Introduction and Overview -- Welcome to the Brave New Paradigm -- An Overview of Relevant Trends -- Four Key Points -- Sustainability is about Both Society and the Environment -- Communicators in Every Sector Need to be Able to Communicate Social and Environmental Issues Effectively -- This Book is a Practical Guide -- Bring your Values and Humanity to Work -- Questions to Consider -- Structure of this Book -- Useful Terms and Definitions -- Corporate Social Responsibility -- "Greenwash" -- "Purposewash" -- "Wokewash" -- Making the Business Case -- 2-Seven Key Principles of Communicating Social and Environmental Issues -- Understand what Sustainability Is - and Isn't -- Why are you Going to Communicate Social and Environmental Issues? -- Understand What You're Communicating -- Identify, then get to know your key stakeholders --

Risk-proof Your Approach -- Conduct a "Pre-mortem" -- Be
 Transparent, Particularly if Things aren't Perfect -- Be Brave -- Look for
 Ways to Maximize Opportunities -- Be Normal. Use Everyday Language
 -- In Summary -- 3-Understand Your Context -- The Importance of
 Communicators -- About this Chapter -- Questions for Consideration
 -- On Internal Stakeholders -- Mapping Internal Stakeholders --
 Understand your Organization's Culture -- Do the Bare Minimum --
 Break the Law -- Wait and See -- "Show and Tell" -- Principles Before
 Pay -- Think Ahead -- Your Role as a Communicator in Your Specific
 Context -- In Summary -- 4-Practical Approaches to Understand Your
 Stakeholder Ecosystem -- Why a Stakeholder Focus is Fundamental --
 Chapter Overview -- Stakeholders 101 -- What are Stakeholders? --
 Stakeholders and "Publics" -- Your Relationship to Stakeholders as a
 Communicator.
 Stakeholder Mapping -- Stakeholder Mapping 1, 2, 3 -- Get to Know
 Your Stakeholders -- Nine Steps to Create a Pen Portrait -- A Brief
 Word on Audience Testing -- Pen Portrait Categories -- Sample Pen
 Portrait -- In Summary -- 5-Principles of Effective Stakeholder
 Engagement -- Chapter Overview -- Making the Case for Stakeholder
 Engagement Versus Communications -- Key Definitions -- Principles of
 Effective Stakeholder Engagement -- Consulting Stakeholders -- The
 Case for Consultation -- Step-by-Step: Consulting Stakeholders --
 Planning -- How to Design and Undertake Surveys -- Consult --
 Analyze and Integrate Feedback -- What Next? -- Consultation Method
 Case Studies -- In Summary -- 6-The Value of Allies, Advocates and
 Partners -- The Case for Working with Allies, Advocates and Partners
 -- Chapter Overview -- Defining Allies, Advocates and Partners -- Case
 Studies -- Partners: Sky Ocean Rescue - A Masterclass in Effective
 Partnerships and Impact -- In Summary -- 7-Creating an Effective
 Communications Plan -- chapter Overview -- The Framework -- Step
 1: Create Your Strategy -- What's the Business Case? -- Create your
 Working (and Accurate) Definition of Sustainability -- Clarify your
 Aims, Objectives and Ideal Outcomes -- Clarify What You're
 Communicating -- Understand and Map your Internal Context -- Map
 and Get to Know (Really Know) your Key Stakeholders -- Decide if
 Engagement or Communications will Best Achieve your Aims -- Ask "Will
 Consulting Stakeholders Enhance the Process and/or Impact of this
 Project?" -- Step 2: Create your Plan -- Ask yourself the Following
 "Food for Thought" Questions -- Determine which Tactics and
 Channels will Reach your Stakeholders -- Consider How You'll Measure
 the Effectiveness of Your Approach -- Top Tips for Measurement --
 Develop your Messaging -- On Outputs Versus Outcomes.
 Test Everything-Messages, Tactics and Channels, Assumptions --
 Consider the Added Value of Allies, Advocates and Partnerships --
 Step 3: Risk-Proof your Approach -- Step 4: Go Forth and Deliver -- In
 Summary -- Appendix 1-Further Resources -- A.1. General Resources
 on Communicating Social and Environmental Issues -- A.2. Building the
 Business Case -- A.3. Evaluation and Measurement -- A.4. Reader
 Enquiries -- Appendix 2-Tactical Planning Worksheet -- References --
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Sommario/riassunto

As awareness of social and environmental issues becomes more central
 to business and reputational success, communications and marketing
 professionals need to be able to make the most of opportunities to
 communicate effectively about these issues. This is the definitive guide
 to planning and delivering great communications on complex social
 and environmental issues. Outlining the steps needed to plan, risk-
 proof and execute effective communications strategies, the book
 provides a clear framework to help leaders, communications managers

and marketing practitioners build the knowledge and skills needed to spot risks and opportunities around complex issues, such as climate change and ethical supply chains. Including real-world case studies, practical exercises and further reading, each chapter offers a beginning-to-end framework: from making the business case and mapping stakeholders, to messaging, framing relevant tactics, and then risk-assessing the plan. Whether a local authority, brand, educational institution or senior leader, this guide will equip you with all the necessary skills to make your communications effective.

2. Record Nr.	UNISA996632071803316
Titolo	Antologia della letteratura araba : dalle origini al XVIII secolo / Mirella Cassarino ... [et al.]
Pubbl/distr/stampa	Roma, : Carocci, 2024
ISBN	978-88-290-2013-3
Descrizione fisica	699 p., [16] carte di tav. : ill. ; 22 cm
Collana	Studi superiori ; 1402
Disciplina	892.708
Soggetti	Letteratura araba - Sec. 5.-18. - Antologie
Collocazione	VIII.2.A. 533
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia
Sommario/riassunto	Il volume raccoglie testi della letteratura araba datati tra il VI e il XVIII secolo, provenienti da un'area geografica che si estende dall'Asia centrale alla penisola iberica. Il lettore è invitato a esplorare questa ricchissima tradizione attraverso quindici percorsi tematici che mettono in evidenza il rapporto delle forme letterarie con vari aspetti della cultura araba: l'immaginario e l'etica, la concezione dell'essere umano e il suo rapporto con gli altri esseri viventi, le pratiche sociali e le relazioni fra dominanti e dominati. La scelta antologica si ispira a una visione ampia della letteratura araba in cui trovano spazio, accanto ai generi più prestigiosi della poesia e della prosa, anche la filosofia, l'agiografia, la cronachistica e la produzione in medio-arabo. I testi inclusi nei singoli capitoli, rivelando punti di vista diversi e

interpretazioni molteplici, complementari o contrastanti, sui temi trattati, offrono un repertorio di risposte aperte a questioni di permanente attualità. (Fonte: editore)
