

1. Record Nr.	UNISA990001203610203316
Autore	AYMERICH OJEA, Ignacio
Titolo	Sociologia de los derechos humanos : un modelo weberiano contrastado con investigaciones empiricas / Ignacio Aymerich Ojea
Pubbl/distr/stampa	Valencia : Tirant lo Blanch, 2001
ISBN	84-8442-383-2
Descrizione fisica	567 p. ; 22 cm
Collana	Propuestas
Disciplina	342.08501
Soggetti	Diritti dell'uomo - Aspetti filosofici
Collocazione	XXII.1.E. 76 (IG VIII 16 SP 922)
Lingua di pubblicazione	Spagnolo
Formato	Materiale a stampa
Livello bibliografico	Monografia

2. Record Nr.	UNINA9910971976403321
Autore	Denning Patt <1950->
Titolo	Practicing harm reduction psychotherapy : an alternative approach to addictions / / Patt Denning, Jeannie Little
Pubbl/distr/stampa	New York, N.Y., : Guilford Press, 2011
ISBN	9786613340405 9781462503193 1462503195 9781283340403 1283340402 9781462502349 1462502342 9781462554966
Edizione	[Second edition.]
Descrizione fisica	1 online resource (385 pages) ; : illustrations
Classificazione	PSY038000MED105000SOC025000PSY028000
Disciplina	616.89/14
Soggetti	Substance abuse - Complications - Prevention Psychotherapy Substance abuse - Treatment Substance abuse - Social aspects Harm reduction
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 indexes.
Nota di contenuto	Cover; Front Matter; Contents; Chapter 1--Why Practice Harm Reduction Psychotherapy?; Chapter 2--What Is Harm Reduction Psychotherapy and Whom Is It For?; Chapter 3--Assessment as Treatment; Chapter 4--Developing a Treatment Plan; Chapter 5--The Fundamentals of Harm Reduction Psychotherapy; Chapter 6--The Psychodynamic Matrix of Harm Reduction Psychotherapy; Chapter 7--Motivational and Cognitive-Behavioral Contributions to Harm Reduction Psychotherapy; Chapter 8--The Role of Biology in Harm Reduction Psychotherapy; Chapter 9--Harm Reduction Psychotherapy in Community-Based Settings Chapter 10--Harm Reduction Psychotherapy in GroupsChapter 11--

The Power of Connection; Chapter 12--What Does It Take to Practice Harm Reduction Psychotherapy?; Appendix A--Differential Diagnosis; Appendix B--Harm Reduction Supervision; Appendix C--Additional Resources; Appendix D--Recommended Readings; References; Author Index; Subject Index

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## Sommario/riassunto

"Subject areas/key words: abstinence, addictions, addictive behaviors, alcoholism, counseling, dependence, drug abuse, dual diagnosis, harm reduction, interventions, psychotherapy, recovery, substance use disorders, treatments Brief Summary: This acclaimed clinical guide has helped thousands of clinicians put the proven principles of harm reduction into practice with therapy clients who have substance use problems. Written by pioneers in the field, the book shows how to do effective therapeutic work with people still using alcohol or other drugs. It provides clear guidelines for conducting comprehensive assessments, making collaborative treatment decisions, and implementing interventions that combine motivational, cognitive-behavioral, and psychodynamic strategies. The focus is reducing drug-related harm while also addressing co-occurring psychological and emotional difficulties. Detailed clinical illustrations are featured throughout"--

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3. Record Nr.	UNINA9910968537503321
Autore	Cutura Kristina
Titolo	Advertising on Google : the high performance cookbook / / Kristina Cutura
Pubbl/distr/stampa	Birmingham, : Packt Pub., 2013
ISBN	9781849685856 1849685851
Edizione	[1st ed.]
Descrizione fisica	1 online resource (372 p.)
Collana	Enterprise : professional expertise distilled
Disciplina	659.144
Soggetti	Internet advertising
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index. "Over 120 practical recipes to set up, optimize, and manage profitable AdWords campaigns."
Nota di contenuto	Intro -- Advertising on Google: The High Performance Cookbook -- Table of Contents -- Advertising on Google: The High Performance Cookbook -- Credits -- About the Author -- About the Reviewers -- www.PacktPub.com -- Support files, eBooks, discount offers and more -- Why Subscribe? -- Free Access for Packt account holders -- Instant Updates on New Packt Books -- Preface -- What this book covers -- What you need for this book -- Who this book is for -- Conventions -- Reader feedback -- Customer support -- Errata -- Piracy -- Questions -- 1. Researching the Market and Competition and Setting Goals -- Introduction -- Focusing on relevance -- Getting ready -- How to do it... -- How it works... -- See also -- Identifying your competitors using Google search results -- Getting ready -- How to do it... -- There's more... -- See also -- Using third-party tools to research competitors -- Getting ready -- How to do it... -- How it works... -- There's more... -- Analyzing budgets and bids to determine market saturation -- Getting ready -- How to do it... -- How it works... -- There's more... -- See also -- Setting advertising goals -- Getting ready -- How to do it... -- There's more... -- See also -- Predicting if AdWords will be profitable and calculating potential returns -- Getting ready -- How to do it... -- How it works... -- There's more... -- See also -- 2. Setting up Your Account -- Introduction -- Creating an AdWords account --

Getting ready -- How to do it... -- There's more... -- See also --  
Determining the right billing option for your needs -- Getting ready --  
How to do it... -- There's more... -- See also -- Inviting other users to  
access your account -- Getting ready -- How to do it... -- How it  
works... -- There's more... -- See also -- Changing user access levels  
or removing users -- How to do it.. -- There's more... -- See also.  
Enabling auto tagging at the account level -- How to do it.. -- How it  
works... -- There's more... -- See also -- Changing your notification  
settings -- Getting ready -- How to do it... -- How it works... --  
There's more... -- See also -- 3. Tracking beyond the Click --  
Introduction -- Linking AdWords to Google Analytics -- Getting ready  
-- How to do it... -- How it works... -- There's more... -- See also --  
Creating a conversion goal in AdWords to track leads or sales --  
Getting ready -- How to do it... -- How it works... -- There's more... --  
See also -- Importing goals from Google Analytics into AdWords --  
Getting ready -- How to do it... -- How it works... -- There's more... --  
See also -- Verifying that conversion tracking is working -- Getting  
ready -- How to do it... -- Check the source code -- Wait for  
conversions to occur -- Complete a test conversion -- How it works...  
-- There's more... -- See also -- Analyzing how long it takes to convert  
customers -- Getting ready -- How to do it... -- How it works... --  
There's more... -- See also -- Analyzing assist clicks and impressions  
-- Getting ready -- How to do it... -- How it works... -- There's more...  
-- See also -- Analyzing AdWords data in Google Analytics -- Getting  
ready -- How to do it... -- How it works... -- There's more... -- See  
also -- Analyzing time on site data and bounce rates -- Getting ready  
-- How to do it... -- There's more... -- See also -- 4. Structuring Your  
Account -- Introduction -- Planning account structure -- Getting ready  
-- How to do it... -- How it works... -- There's more... -- See also --  
Common ways to structure campaigns -- Getting ready -- How to do  
it... -- How it works... -- There's more... -- See also -- Deciding where  
to show your ads -- Getting ready -- How to do it... -- How it works...  
-- There's more... -- See also -- Device targeting options.  
Getting ready -- How to do it... -- How it works... -- See also --  
Choosing which locations to target -- Getting ready -- How to do it...  
-- How it works... -- See also -- Excluding locations from seeing your  
ads -- Getting ready -- How to do it... -- How it works... -- See also --  
Selecting target languages -- Getting ready -- How to do it... -- How it  
works... -- There's more... -- See also -- Creating themed ad groups  
-- Getting ready -- Recommended ad group structure -- Poor ad  
group structure -- How to do it... -- How it works... -- There's more...  
-- See also -- Renaming campaigns and ad groups -- Getting ready --  
How to do it... -- There's more... -- See also -- 5. Creating Relevant  
Keywords -- Introduction -- Using keyword matching options  
effectively -- How to do it... -- How it works... -- There's more... --  
See also -- Finding relevant keywords -- Getting ready -- How to do  
it... -- How it works... -- There's more... -- See also -- Analyzing  
competitor keywords from spyfu.com and similar tools -- Getting ready  
-- How to do it... -- How it works... -- There's more... -- See also --  
Generating negative keywords -- Getting ready -- How to do it... --  
How it works... -- There's more... -- See also -- Identifying keyword  
duplicates -- Getting ready -- How to do it... -- How it works... --  
There's more... -- See also -- Multiplying keyword phrases -- Getting  
ready -- How to do it... -- How it works... -- There's more... -- See  
also -- Changing broad keywords to broad match modifiers -- Getting  
ready -- How to do it... -- How it works... -- There's more... -- See  
also -- Adding new keywords to an existing ad group -- Getting ready  
-- How to do it... -- See also -- Editing, pausing, or deleting keywords

-- Getting ready -- How to do it... -- How it works... -- See also -- 6. Writing Compelling Ads -- Introduction -- Researching competitors' ads -- Getting ready -- How to do it. How it works... -- There's more... -- See also -- Setting campaign ad rotation -- Getting ready -- How to do it... -- How it works... -- There's more... -- See also -- Creating effective ads -- Getting ready -- How to do it... -- How it works... -- There's more... -- See also -- Choosing landing pages -- Getting ready -- How to do it... -- Pick a URL that best matches your keywords -- Make sure your landing page is conversion friendly -- How it works... -- There's more... -- See also -- Implementing dynamic keyword insertion in ads -- Getting ready -- How to do it... -- How it works... -- There's more... -- See also -- Avoiding common ad copy mistakes -- How to do it... -- How it works... -- See also -- Split testing ad copy -- Getting ready -- How to do it... -- How it works... -- There's more... -- See also -- Editing your ad text -- How to do it... -- How it works... -- See also -- Pausing or deleting ads -- Getting ready -- How to do it... -- How it works... -- See also -- 7. Budgets and Bidding -- Introduction -- Setting and adjusting campaign budgets -- Getting ready -- How to do it... -- How it works... -- There's more... -- See also -- Evaluating your current budget and potential impact of budget changes -- Getting ready -- How to do it... -- How it works... -- There's more... -- See also -- Setting and adjusting ad group level bids -- Getting ready -- How to do it... -- How it works... -- There's more... -- See also -- Setting and adjusting keyword level bids -- Getting ready -- How to do it... -- How it works... -- There's more... -- See also -- Enabling enhanced bidding -- Getting ready -- How to do it... -- How it works... -- See also -- Enabling Conversion Optimizer -- Getting ready -- How to do it... -- How it works... -- There's more... -- See also -- Adjusting CPA bids -- Getting ready -- How to do it... -- How it works... -- There's more... -- See also. Setting separate bids for calls -- Getting ready -- How to do it... -- How it works... -- There's more... -- See also -- Predicting impact of bid changes using the Bid Simulator -- Getting ready -- How to do it... -- How it works... -- There's more... -- See also -- Modifying mobile bids -- Getting ready -- How to do it... -- How it works... -- There's more... -- See also -- Adjusting location bids -- Getting ready -- How to do it... -- How it works... -- There's more... -- See also -- Adjusting bids based on the day of the week and time of day -- Getting ready -- How to do it... -- How it works... -- There's more... -- See also -- 8. Running Display Ads -- Introduction -- Creating an automatic placements campaign -- Getting ready -- How to do it... -- How it works... -- There's more... -- See also -- Creating a managed placements campaign -- Getting ready -- How to do it... -- How it works... -- There's more... -- See also -- Researching and adding display placements -- Getting ready -- How to do it... -- How it works... -- See also -- Targeting display sites based on topics -- Getting ready -- How to do it... -- How it works... -- There's more... -- See also -- Excluding irrelevant and poorly performing placements -- Getting ready -- How to do it... -- How it works... -- There's more... -- See also -- Avoid displaying your ads on certain pages -- Getting ready -- How to do it... -- How it works... -- See also -- Excluding categories of sites and potentially sensitive topics -- Getting ready -- How to do it... -- How it works... -- See also -- Adding image ads to display campaigns -- Getting ready -- How to do it... -- How it works... -- There's more... -- See also -- Creating rich image ads with Display Ad Builder -- Getting ready -- How to do it... -- How it works... -- There's more... -- See also.

Analyzing relative CTR to benchmark display performance.

Sommario/riassunto

This book contains practical recipes on everything from creating an Adwords account, reporting, analyzing, bidding effectively to remarketing. The book is a guide to getting hands-on experience in Adwords strategies. It is extensively focussed on helping you build an Adwords account, which appeals to the visitors and attracts more clicks! This book is great for the users, who are ready to start using Adwords, as well as for experienced advertisers, who are looking to take their accounts to the next level. Just create an Adwords account and run ad campaigns to take advantage of the hands-on recipes.

4. Record Nr.

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Autore

Allen Emily <1964->

Titolo

Forging the Future : A History of the John Martinson Honors College, 2013-2023

Pubbl/distr/stampa

West Lafayette, IN : , : Purdue University Press, , 2024  
©2024

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Edizione

[1st ed.]

Descrizione fisica

1 online resource (0 pages)

Collana

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HubyJannine  
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Soggetti

Universities and colleges - Honors courses

Lingua di pubblicazione

Inglese

Formato

Materiale a stampa

Livello bibliografico

Monografia

Nota di contenuto

Cover -- FORGING THE FUTURE -- Title -- Copyright -- CONTENTS -- Foreword -- Acknowledgments -- Introduction -- 1 Before the Honors College -- 2 The Creation of the Honors College -- 3 Case Study: The First Year, 2013-2014 -- 4 Interdisciplinary Academics -- 5 The Building -- 6 Student Community -- 7 Diversity, Equity, Inclusion, and Belonging -- 8 International Engagement -- 9 Leadership -- 10 Prestigious Scholarships -- 11 Case Study: The COVID-19 Year, 2020-2021 -- 12 Research and Scholarly/Creative Projects -- 13 The Future is Forged Here -- A Conversation with John Martinson -- Afterword --

Sommario/riassunto

Forging the Future: A History of the John Martinson Honors College, 2013-2023 is the story of a collaborative effort to build a visionary place: an academic-residential college that would bring together students from across disciplines and differences to rethink the goals and practices of a college education. Designed to be a hub for interdisciplinary learning and innovative pedagogy at Purdue University and a national leader in honors education, the John Martinson Honors College (JMHC) was first and foremost a dream of the future. How that collective dream took shape—from the first, speculative discussions of a college to the literal construction of its buildings and the arrival of its students—is a tale researched, written, and published by the students and alumni of the JMHC. Part institutional history, part biography of a place and its people, Forging the Future is a record of what hope and imagination can accomplish in ten years.

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