

Smart Persuasion How Elite Marketers Influence Co

Smart PersuasionThe Nazi EliteHow Sanctions WorkUniting StatesKuomintang and Chinese Communist ElitesSocial Protest and Contentious Authoritarianism in ChinaTen Years of New LabourEU Energy and Climate Policy after COVID-19 and the Invasion of UkraineAmerica's National Parks and Their KeepersThe Social Bases of PoliticsThe Second Generation of Democratic Elites in Central and Eastern EuropeHorizons of Value ConceptionsHoover Institute StudiesConsequences of Party ReformPolitical ConflictElites in FranceAdministration & SocietySocial Differentiation & StratificationEconomic and Political WeeklyMargin of Margin Philippe AIMÉ Daniel Lerner N. Crawford Joseph M. Parent Robert Carver North Xi Chen M. Beech Mat Mi k Ronald A. Foresta Arnold K. Sherman Janina Frentzel-Zag rska Agnes Katalin Ko s Hoover Institution on War, Revolution, and Peace Nelson W. Polsby Joseph M. Firestone Jolyon Howorth Shmuel Noah Eisenstadt Ajit Chaudhury

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conversions begin in the brain every purchase starts with a decision and every decision is shaped by consumer psychology this book explains how mental shortcuts cognitive biases affect your customers decision making and shows you how to be more persuasive online philippe aim® and jochen grünbeck are optimisation addicts

and have been at the forefront of digital marketing since the beginning inspired by behavioural economists like daniel kahneman dan ariely and richard thaler the techniques described in smart persuasion leverage powerful decision making biases to make marketing more effective alongside these behavioural insights smart persuasion incorporates research from marketing experts such as jonah berger robert cialdini and roger dooley principles relating to attention and perception as well as the cognitive effects that make consumers predictably irrational are distilled into concrete website optimisation strategies drawing from hundreds of unique studies smart persuasion lists proven effects such as anchoring and framing each one is illustrated with case studies examples and ideas that you can apply immediately using the persuasive strategies outlined in this book will allow you to influence consumers more effectively unlocking your website s potential all profits from the sale of this book help provide educational resources for children in africa

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how sanctions work surveys theories of international sanctions and offers detailed analyses of the effect of sanctions on apartheid south africa chapters by respected international experts cover cultural isolation oil and military embargoes trade boycotts financial sanctions and divestment consequences for black south africans and regional effects the book shows how sanctions both directly and indirectly hurt the apartheid regime while in some cases offering succour to the anti apartheid movement

what causes a state to unify voluntarily with another state if realists are right voluntary union should never happen in their view states value their sovereignty above all else and would never give it up without a fight yet the united states and switzerland are glaring exceptions to this paradigm if liberals and constructivists are right voluntary unions should be much more common and actually increasing in frequency after all classic determinants of integration such as international trade and communication are stronger than they have ever been yet the number of states in the world continues to climb and the most favorable arena for unification the european union seems to be hitting a glass ceiling in uniting states joseph parent argues that unions are the balancing coalitions of last resort elites can weld separate states into a lasting union only when facing particularly serious threats drawing on five major historical cases of union the united states switzerland sweden norway gran colombia and the european union uniting states sheds new light on political polarization state dissolution

federalism and the possibility of uniting without fighting

xi chen explores the dramatic rise in and routinization of social protests in china since the early 1990s

evaluates the blair government from 1997 2007 conducting high quality research into aspects of british politics with particular emphasis on parties policies and ideologies with contributions from key figures in the field further topics include new labour s record on social policy defence policy constitutional reform and public expenditure

this book discusses the impact of the covid 19 pandemic and the russian invasion of ukraine on the european union s climate and energy policy by examining the positions of the various actors involved the book analyses whether the covid 19 pandemic and the russian invasion of ukraine has contributed to greater unity decarbonisation and security of energy supply and if not whether these crises prompted member states to turn inwards and opt for national solutions to climate and energy challenges it thus provides a new outlook for eu energy policy in relation to the experience of the two crises this book will be of key interest to scholars students and practitioners of climate and energy policy energy security eu policy and more broadly to energy politics european integration and european union governance

first published in 2011 this book is a study of an expanding national park system it is also a study of the bureaucracy that shaped it how it grew and the stresses it faces as dr foresta shows the park service is no stranger to controversy and change one of the service s strengths has been its pragmatism and adaptability but current guidelines are hard to come by and the decisions of the future will be neither simple nor easy this study is valuable not only for its analysis but for the informed revealing picture it presents of an agency and a system that have enriched the lives of countless citizens and visitors to this country

horizons is a critical inventory of value related thinking demonstrating that the mind has the ability to profile a distinctive circumstance in diverse ways readers are first invited to a historical inquiry into typical configurations of values their collisions and the worldviews that drive them they are then introduced to the epistemologies employed by the social sciences so that they are better able to gauge the potential of these disciplines for coming to terms with values axiology is portrayed as a field that has broken free from its neo kantian roots benefiting from challenging new conceptual

frames based in documents with global reach mainly the united nations universal declaration of human rights after scrutiny of what various sociological models claim about values and the way in which empirical surveys approach them horizons reaffirms the assumption that social life and its dynamics condition the fate of values yet for the sake of more accurate accounts research should consider to a greater extent social stratification and pressing macrosocial problems such as environmental protection sustainable development and attainment of some form of global equity social sciences limitations modulate their ability to serve as an unequivocal guide for value choices these limitations are a problem because of the significance of the process of dialogue and deliberation in value related fields rather than advancing the allegedly universal characteristics of any one culture in a world consisting of many civilizations the imperative is to acknowledge pluralism and discern what is held in common

assesses what effect the democratic reforms of 1968 have had on american politics and suggests practical changes that could improve current political practices

it all started with two small papers by the first author of this book the first one was from hegemony to counter hegemony a journey in a non imaginary unreal space published in economic and political weekly 1988 chapter three and a half of this book records a part of the history how the paper was not read a few months went by another effort followed in the form of a cheap dot matrix printout in archaic looking courier new a typed paper distributed in private circles mimicry of overdetermination synthetic hegemony and margin of margin three key concepts an intercontinental ballistic missile for third world studies history repeated itself would history repeat again for this book too we do not know maybe not we will wait for that we can think we can wait we can fast indeed we did fast for long years and then god sent his angels for help jack amariglio zahiruddin mohammed alim masato aoki enid arvidson antonio callari steve cullenberg jonathan diskin julie graham bruce roberts without their minute reviews of the five articles published in rethinking marxism the content of the pages that follow could never find a book form and would have forever remained what many people call the ravings of a few cranks lastly no word of thanks can express our debt to richard wolff who explored the third stream writing in calcutta and put his money on the dark horses that drive the chariot of this book we dedicate this book to him

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Introduction

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