Viral Change The Alternative To Slow Painful And Unsuccessful Management Of Change In Organisations By Leandro Herrero 15 Jul 2008 Paperback

This third edition of Exploring Internal Communication includes new chapters on the history of internal communication, the evolution of employee engagement, the current state of practice, change communication, storytelling, research and measurement, an internal communication measurement dashboard, intranet management and internal social media. It argues that internal communication practice is about keeping employees informed and at the same time giving them a voice that is treated seriously. The book is both a companion for internal communication courses and an exploration of key concepts for a strategic approach to practice that underpins employee engagement.

Evidence-based guidance to answer more than 60 controversial clinical questions on inflammatory bowel disease Clinical Dilemmas in Inflammatory Bowel Disease is a practical handbook providing quick but detailed answers to the questions and challenges that you are faced with daily in the clinical setting. Each short chapter addresses a different topic and provides evidence-based guidance on subjects ranging from optimising current management through to special management problems and novel treatments. This book is suitable for all medical professionals involved in the care of patients with IBD: established and trainee gastroenterologists, colorectal surgeons, pathologists, radiologists, specialist nurses, pharmacists, dieticians and counsellors

Empires and Colonies provides a thoroughgoing and lively exploration of the expansion of the seaborne empires of western Europe from the fifteenth century and how that process of expansion affected the world, including its successor, the United States. Whilst providing special attention to Europe, the book is careful to highlight the ambivalence and contradiction of that expansion. The book also illuminates connections between empires and colonies as a theme in history, concentrating on culture while also discussing the rich social, economic and political dimensions of the story. Furthermore, Empires and Colonies recognizes that whilst a study of the expansion of Europe is an important part of world history, it is not a history of the world per se. The focus on culture is used to assert that areas and peoples that lack great economic power at any given time also deserve attention. These alternative voices of slaves, indigenous peoples and critics of empire and colonization are an important and compelling element of the book. Empires and Colonies will be essential reading not only for students of imperial history, but also for anyone interested in the makings of our modern world.

In 1900, for every 1,000 babies born in the United States, 100 would die before their first birthday, often due to infectious diseases. Today, vaccines exist for many viral and bacterial diseases. The National Childhood Vaccine Injury Act, passed in 1986, was intended to bolster vaccine research and development through the federal coordination of vaccine initiatives and to provide relief to vaccine manufacturers facing financial burdens. The legislation also intended to address concerns about the safety of vaccines by instituting a compensation program, setting up a passive surveillance system for vaccine adverse events, and by providing information to consumers. A key component of the legislation required the U.S. Department of Health and Human Services to collaborate with the Institute of Medicine to assess concerns about the safety of vaccines and potential adverse events, especially in children. Adverse Effects of Vaccines reviews the epidemiological, clinical, and biological evidence regarding adverse health events associated with specific vaccines covered by the National Vaccine Injury Compensation Program (VICP), including the varicella zoster vaccine, influenza vaccines, the hepatitis B vaccine, and the human papillomavirus vaccine, among others. For each possible adverse event, the report reviews peer-reviewed primary studies, summarizes their findings, and evaluates the epidemiological, clinical, and biological evidence. It finds that while no vaccine is 100 percent safe, very few adverse events are shown to be caused by vaccines. In addition, the evidence shows that vaccines do not cause several conditions. For example, the MMR vaccine is not associated with autism or childhood diabetes. Also, the DTaP vaccine is not associated with diabetes and the influenza vaccine given as a shot does not exacerbate asthma. Adverse Effects of Vaccines will be of special interest to the National Vaccine Program Office, the VICP, the Centers for Disease Control and Prevention, vaccine safety researchers and manufacturers, parents, caregivers, and health professionals in the private and public sectors.

Homo Imitans
Exploring Internal Communication
Towards Informed Employee Voice
Empires and Colonies
Tempered Radicals
Adverse Effects of Vaccines

The Janeway's Immunobiology CD-ROM, Immunobiology Interactive, is included with each book, and can be purchased separately. It contains animations and videos with voiceover narration, as well as the figures from the text for presentation purposes.

With his insightful and wide-ranging theory of recognition, AxelHonneth has decisively reshaped the Frankfurt School tradition ofcritical social theory. Combining insights from philosophy,sociology, psychology, history, political economy, and culturalcritique, Honneth's work proposes nothing less than anaccount of the moral infrastructure of human sociality and itsrelation to the perils and promise of contemporary sociallife. This book provides an accessible overview of Honneth's maincontributions across a variety of fields, assessing the strengthsand weaknesses of his thought. Christopher Zurn clearly explainsHonneth's multi-faceted theory of recognition and itsrelation to diverse topics: individual identity, morality, activistmovements, progress, social pathologies, capitalism, justice,freedom, and critique. In so doing, he places Honneth'stheory in a broad intellectual context, encompassing classic socialtheorists such as Kant, Hegel, Marx, Freud, Dewey, Adorno andHabermas, as well as contemporary trends in social theory andpolitical philosophy. Treating the full range of Honneth'scorpus, including his major new work on social freedom anddemocratic ethical life, this book is the

most up-to-date guideavailable. Axel Honneth will be invaluable to students and scholarsworking across the humanities and social sciences, as well asanyone seeking a clear guide to the work of one of the mostinfluential theorists writing today.

How can I create engagement strategies that will empower employees to succeed? This book offers a practical resource for developing an effective engagement strategy aligned to business objectives. An engaged workforce is essential to the performance and success of any organization. Featuring practical tools and templates, Employee Engagement provides comprehensive coverage of all stages of the engagement process, from planning initiatives to building and measuring their success. This updated third edition presents engagement strategies that account for recent workplace developments, from remote working to creating psychological safety. It also includes updates on the evolving technology trends that impact engagement and guidance on how to create strategies that are inclusive of all employees. With examples and case studies from organizations such as AXA PPP Healthcare, EDF Energy and Marks & Spencer, Employee Engagement is essential reading for HR students and professionals. Online supporting resources include diagnostic tools, templates and additional best-practice case studies. HR Fundamentals is a series of succinct, practical guides featuring exercises, examples and case studies. They are ideal for students and those in the early stages of their HR careers.

HIV Plus offers the latest stories on research, economics, and treatment. The magazine raises awareness of HIV-related cultural and policy developments in the United States and throughout the world.

A Complete Guide to the Models, Tools and Techniques of Organizational Change

Clinical Dilemmas in Inflammatory Bowel Disease

Why Things Catch On

Disruptive Ideas

Making Sense of Change Management

Janeway's Immunobiology

When sixteen-year-old Rashad is mistakenly accused of stealing, classmate Quinn witnesses his brutal beating at the hands of a police happens to be the older brother of his best friend. Told through Rashad and Quinn's alternating viewpoints.

THE ESSENTIAL WORK IN TRAVEL MEDICINE -- NOW COMPLETELY UPDATED FOR 2018 As unprecedented numbers of travelers cross international borders each day, the need for up-to-date, practical information about the health challenges posed by travel has nev greater. For both international travelers and the health professionals who care for them, the CDC Yellow Book 2018: Health Information International Travel is the definitive guide to staying safe and healthy anywhere in the world. The fully revised and updated 2018 edition the U.S. government's most current health guidelines and information for international travelers, including pretravel vaccine recommend destination-specific health advice, and easy-to-reference maps, tables, and charts. The 2018 Yellow Book also addresses the needs of s of travelers, with dedicated sections on: · Precautions for pregnant travelers, immunocompromised travelers, and travelers with disabili Special considerations for newly arrived adoptees, immigrants, and refugees · Practical tips for last-minute or resource-limited travelers for air crews, humanitarian workers, missionaries, and others who provide care and support overseas Authored by a team of the world' esteemed travel medicine experts, the Yellow Book is an essential resource for travelers -- and the clinicians overseeing their care -- at abroad.

There is a widespread consensus amongst people in business that the future can't be an extrapolation of the past. What's more, organ today is complex, often unpredictable, volatile, high risk and at the same time full of opportunities never dreamt of before. However, co are by and large still hooked on the old sets of skills and competences that worked well for many years. A small percentage of the wor the key to success. A selected group of managers make all the difference. In the current business environment, success requires differe different mental models and different approaches to reality. Some of those new skills are counterintuitive and not often described in jo advertising pages. This is a self-perpetuating way of producing perhaps moderate success. But a quantum leap can only be obtained by engine' of people who think and behave differently. You can't afford to ignore the question of who these people are or where they may you have them already or whether you need to find them! New Leaders Wanted explores those new mental models and new skills that, have the power to create the conditions for success in the modern organization. It maps the 12 kinds of people that can literally make company's success and will guide you in your search to find those people. New Leaders Wanted will help you create the conditions for extraordinary success in your organization.

"Influenza pandemics are unpredictable but recurring events that can have severe consequences on societies worldwide. This revised W guidance publication on pandemic influenza preparedness and response acknowledges that pandemic preparedness is centered around h sectors planning but must also be broader. WHO therefore advocates a "whole-of-society" approach to sustainable and ethical pandemi preparedness while focusing in more detail on the role of the health sector. The roles of WHO and national governments are outlined to better understanding of how health and non-health sectors, both public and private, all contribute to pandemic preparedness"--Publishe description.

Technological Applications of Nanomaterials

Evidence and Causality

The Power of Organizing Without Organizations

Religion in the Contemporary World

All American Boys

CDC Yellow Book 2018: Health Information for International Travel

In a time when organisations simultaneously run multiple corporate initiatives and large change programmes, 10+10+10=1000 tells us that - contrary to the collective mindset that says that big problems need big solutions ? all you need is a small set of powerful rules to create big impact. In his previous book, Viral Change?, Leandro Herrero described how a small set of behaviours, spread by a small number of people could create sustainable change. In this follow-up book, the author suggests a menu of 10 'structures?, 10 'processes? and 10 'behaviours? that have the power to transform an organisation. These 30 'ideas? can be implemented at any time and at almost no cost; and what?s more...you don?t even need them all. But their compound effect will be more powerful than vast corporate programmes with dozens of objectives and efficiency targets...This book will appeal to people at different levels of management or leadership, who want to reshape their culture by enhancing working practices and in general aim at greater organisational effectiveness. Its practical nature will appeal to all who want to implement key ideas to transform the organisation, without having to embark upon a massive change management programme. The 10 structures, 10 processes and 10 behaviours described

in the book are relevant to organisations of any size. Each chapter has a specific comment on its relevance to the small and medium enterprises (SMEs), often forgotten in the world of organisational development, which seems to mainly target the standard big or multinational corporation.
Understanding how social, behavioural infection works is the basis for the orchestration of any social 'epidemic of success'. This book will appeal to anybody interested in social change, with particular emphasis on how viral change works inside and organisation.
Evaluates the significant role being played by technological advances on the formation and experience of modern group dynamics, citing such examples as Wikipedia and MySpace to demonstrate the Internet's power in bridging geographical and cultural gaps. 40,000 first printing.
Upper Saddle River, N.J. : Creative Homeowner,
Things Fall Apart?
Alternatives to Antimicrobial Growth Promoters and Their Impact in Gut Microbiota, Health and Disease
Here Comes Everybody
Future War
Axel Honneth
Viral Change

Create real change in the new social movement paradigm Social Movements for Good is a guidebook for driving change, by taking advantage of the social "currency" that makes movements go viral. Author Derrick Feldmann has spent a career showing organizations how to best reach donors, activists, and employees, and engage a new generation of supporters. In this book, he shares his secrets alongside the stories of today's most successful social good movements by companies and nonprofits. You'll learn about the leaders behind these movements, the individuals who responded, and the approaches that made it work. Modern social movements operate within a new paradigm, and this informative guide walks you through how these movements are created, why people get on board, and the strategy and support network that must be in place for it to succeed. Just going viral isn't enough to make a movement successful—there must be a plan, and the right people with the right skills to follow through with the execution. This book shows you who you need on your side, what they need to do their jobs, and which tools and methods are proving most effective every day. Read the stories of today's most successful social good movements Understand how modern social movements are created Learn how to truly activate a new generation of activists and supporters Formulate an approach that makes the public respond to your issue Effective social movements don't arise by accident. People don't spontaneously come together and effect real change. If you want your movement to succeed, you need a solid strategy and the tools to follow through. Social Movements for Good is your roadmap to viral success and the advancement of your cause.
In the context of disease pathogenesis, it has been observed that after inadequate administration of antibiotics, animals become more susceptible to intestinal colonization and organ invasion by enteropathogens, these could be related to changes caused in the gastrointestinal microbial community. Therefore, we must reconsider the negative consequences that disruption of the microbiome has in the biology of metazoans (dysbacteriosis). Alternations of the intestinal microbiota composition in animals can be caused by multiple factors, including the misuse of antibiotics, having as a result a negative impact on the development and function of the immune, endocrine, nervous, and digestive systems. For this reason, social concerns regarding the development of antibiotic-resistant microorganisms have resulted in an urgent necessity to find feasible alternatives to maintain animal health and performance without the use of antibiotic growth promoters (AGP), in order to sustain livestock production as an economically viable source of food for human consumption. Hence, research about AGP alternatives such as probiotics, prebiotics, phytochemicals, organic acids, enzymes, and vaccines has become a priority for many scientists around the world.
The definitive, bestselling text in the field of change management, Making Sense of Change Management provides a thorough overview of the subject for both students and professionals. Along with explaining the theory of change management, it comprehensively covers the models, tools, and techniques of successful change management so organizations can adapt to tough market conditions and succeed by changing their strategies, structures, boundaries, mindsets, leadership behaviours and of course their expectations of the people who work within them. This completely revised and updated 4th edition of Making Sense of Change Management includes more international examples and case studies, emerging new thinking and practice in the area of cultural change and a new chapter on the interrelationship with project management (PM) and change management. It also covers complexity models, agile approaches, and stakeholder management along with cultural sensitivity and what to do when cultures collide. Making Sense of Change Management

remains essential reading for anyone who is currently part of, or leading, a change initiative. Online supporting resources include lecture slides, making this an ideal textbook for MBA or graduate students focusing on leading or managing change.

After a virus claimed nearly the entire global population, the world changed. The United States splintered into fifty walled cities where the surviving citizens clustered to start over. The Company, which ended the plague by bringing a life-saving vaccine back from the future, controls everything. They ration the scant food and supplies through a lottery system, mandate daily doses of virus suppressant, and even monitor future timelines to stop crimes before they can be committed. Brilliant but autistic, sixteen-year-old Clover Donovan has always dreamed of studying at the Waverly-Stead Academy. Her brother and caretaker, West, has done everything in his power to make her dream a reality. But Clover's refusal to part with her beloved service dog denies her entry into the school. Instead, she is drafted into the Time Mariners, a team of Company operatives who travel through time to gather news about the future. When one of Clover's missions reveals that West's life is in danger, the Donovans are shattered. To change West's fate, they'll have to take on the mysterious Company. But as its secrets are revealed, they realize that the Company's rule may not be as benevolent as it seems. In saving her brother, Clover will face a more powerful force than she ever imagined… and will team up with a band of fellow misfits and outsiders to incite a revolution that will change their destinies forever.

Positive Psychology as Social Change
Contagious
New Leaders Wanted – Now Hiring!
How the World's Most Viral Media Is Changing Social Protest and Power
The Systems Work of Social Change
AIDS and Other Manifestations of HIV Infection

This text explores the experiences of tempered radicals. These are people who want to become valued and successful members of their organisations without selling out on who they are and what they believe in.

In the new edition of this widely praised text, Alan Aldridge examines the complex realities of religious belief, practice and institutions. Religion is a powerful and controversial force in the contemporary world, even in supposedly secular societies. Almost all societies seek to cultivate religions and faith communities as sources of social stability and engines of social progress. They also try to combat real and imagined abuses and excess, regulating cults that brainwash vulnerable people, containing fundamentalism that threatens democracy and the progress of science, and identifying terrorists who threaten atrocities in the name of religion. The third edition has been carefully revised to make sure it is fully up to date with recent developments and debates. Major themes in the revised edition include the recently erupted 'culture war' between progressive secularists and conservative believers, the diverse manifestations of 'fundamentalism' and their impact on the wider society, new individual forms of religious expression in opposition to traditional structures of authority, and the backlash against 'multiculturalism' with its controversial implications for the social integration of ethnic and religious minority communities. Impressive in its scholarly analysis of a vibrant and challenging aspect of human societies, the third edition will appeal strongly to students taking courses in the sociology of religion and religious studies, as well as to everyone interested in the place of religion in the contemporary world.

A timely exploration of the impact of global change on theemergence, reemergence, and control of vector-borne and zoonoticviral infections From massively destructive "superstorms" to rapidly rising sealevels, the world media is abuzz with talk of the threats tocivilization posed by global warming. But one hazard that is rarelydiscussed is the dramatic rise in the number and magnitude oftropical virus outbreaks among human populations. One need onlyconsider recent developments, such as the spread of chikungunyaacross southern Europe and dengue in Singapore, Brazil, and thesouthern United States, to appreciate the seriousness of thatthreat. Representing a major addition to the world literature on thesubject, Viral Infections and GlobalChange explores trends of paramount concern globally,regarding the emergence and reemergence of vector-borne andzoonotic viruses. It also provides up-to-date coverage of both theclinical aspects and basic science behind an array of specificemerging and reemerging infections, including everything from WestNile fever and Rift Valley fever to zoonotic hepatitis E and humanbunyavirus. Important topics covered include: ulstyle="line-height: 25px; margin-left: 15px; margin-top: 0px; font-family: Arial; font-size: 13.333333969116211px;" Epidemiology, molecular pathogenesis, and evolutionarymechanisms Host-pathogen

interactions in an array of viral infections The impact of climate change on historical viral outbreaks The roles of socioeconomics, human behavior, and animal andhuman migrations The growing prevalence of drug and pesticide resistance The introduction of microbes and vectors through increasedtransboundary travel Spillover transmissions and the emergence of viraloutbreaks Detecting and responding to threats from bioterrorism andemerging viral infections Predictive modeling for emerging viral infections Viral Infections and Global Change is anindispensable resource for research scientists, epidemiologists,and medical and veterinary students working in ecology,environmental management, climatology, neurovirology, virology, andinfectious disease.

Will tomorrow's wars be dominated by autonomous drones, land robots and warriors wired into a cybernetic network which can read their thoughts? Will war be fought with greater or lesser humanity? Will it be played out in cyberspace and further afield in Low Earth Orbit? Or will it be fought more intensely still in the sprawling cities of the developing world, the grim black holes of social exclusion on our increasingly unequal planet? Will the Great Powers reinvent conflict between themselves or is war destined to become much 'smaller' both in terms of its actors and the beliefs for which they will be willing to kill? In this illuminating new book Christopher Coker takes us on an incredible journey into the future of warfare. Focusing on contemporary trends that are changing the nature and dynamics of armed conflict, he shows how conflict will continue to evolve in ways that are unlikely to render our century any less bloody than the last. With insights from philosophy, cutting-edge scientific research and popular culture, Future War is a compelling and thought-provoking meditation on the shape of war to come.

A WHO Guidance Document

Memes to Movements

HIV Plus

The Art of Failure

Pandemic Influenza Preparedness and Response

The issues of poverty, inequality, racial injustice, and climate change have never been more pressing. This book draws on stories of committed social changemakers to uncover effective principles and practices for social change, distilling a timely set of lessons on how connection, context, and power sit at the heart of the change process.

A timely call to reshape government through technology, from Nandan Nilekani and Viral Shah, two leading experts in the field. For many aspects of how our countries are run - from social security and fair elections to communication, infrastructure and the rule law - technology can play an increasingly positive, revolutionary role. In India, for example, where many underprivileged citizens are invisible to the state, a unique national identity system is being implemented for the first time, which will help strengthen soc security. And throughout the world, technology is essential in the transition to clean energy. This book, based on the authors' collective experiences working with government, argues that technology can reshape our lives, in both the developing and developed world, and shows how this can be achieved. Praise for Nandan Nilekani: 'A pioneer . . . one of India's most celebrated technology entrepreneurs' Financial Times 'There is a bracing optimism about Nilekani's analysis . . . which can only be welcome in this age of doom and gloom' Telegraph 'The Bill Gates of Bangalore . . . Nilekani achieves an impressive breadth' Time Nandan Nilekani is a software entrepreneur, Co-founder of Infosys Technologies, and the head of the Government of India's Technology Committee. He was named one of the '1OO Most Influential People in the World' by TIME magazine and Forbes' 'Business Leader o the Year', and he is a member of the World Economic Forum Board. Viral B. Shah is a software expert who has created various systems for governments and businesses worldwide.

Extensively revised and updated, the new edition of AIDS and Other Manifestations of HIV Infection is an essential reference resource providing a comprehensive overview of the biological properties of this etiologic viral agent, its clinicopathological manifestations, the epidemiology of its infection, and present and future therapeutic options. Expanded section on clinical manifestations includes new chapters on cardiovascular, renal and dermatologic manifestations of HIV infection Additional chapters on molecular diagnostic techniques, the role of host genetic variation in HIV infection and its manifestations, the discovery and development of new HIV medicines, analysis of HIV dynamics using mathematical models, toxicities of antiretroviral therapy, HIV drug susceptibility testing, practical therapeutics and the global impact of HIV and AIDS

Viral ChangeMeetingminds Publishing

An Essay on the Pain of Playing Video Games

How to Harness Connection, Context, and Power to Cultivate Deep and Enduring Change

12 Kinds of People You Must Find, Seduce, Hire and Create a Job for

Identity and Status in the Translational Professions

Realizing a Billion Aspirations

Culture by Design: The new rules for employee driven corporate culture

Many 'Change Management' initiatives end in fiasco, because they focus on processes and systems only and because they are based on wrong assumptions. But there is no change unless the change is behavioral. Viral ChangeTM will debunk these myths and show that, in Viral ChangeTM mode, people talk less about 'the programme' and do more in a way that infects other people, creating 'tipping points' where the new behaviors and the new changes become visible and sustainable. In short, Viral ChangeTM uses the networks of influence which are often below the radar of the organization chart to create internal infections of success. In this second revised edition, the author has further elaborated on influence mechanisms as well as added further insights with regard to viral

leadership. These insights are firmly rooted in the author's own practical experience of successfully implementing and practicing Viral Change with his clients. The second revised edition of Viral ChangeTM will appeal to any reader who is interested in how organizations are rapidly evolving today and how understanding internal social networks is changing the way we should lead and manage. Viral Change is now more than ever THE manager's handbook on how to create sustainable change in organizations.

An exploration of why we play video games despite the fact that we are almost certain to feel unhappy when we fail at them. We may think of video games as being "fun," but in The Art of Failure, Jesper Juul claims that this is almost entirely mistaken. When we play video games, our facial expressions are rarely those of happiness or bliss. Instead, we frown, grimace, and shout in frustration as we lose, or die, or fail to advance to the next level. Humans may have a fundamental desire to succeed and feel competent, but game players choose to engage in an activity in which they are nearly certain to fail and feel incompetent. So why do we play video games even though they make us unhappy? Juul examines this paradox. In video games, as in tragic works of art, literature, theater, and cinema, it seems that we want to experience unpleasantness even if we also dislike it. Reader or audience reaction to tragedy is often explained as catharsis, as a purging of negative emotions. But, Juul points out, this doesn't seem to be the case for video game players. Games do not purge us of unpleasant emotions; they produce them in the first place. What, then, does failure in video game playing do? Juul argues that failure in a game is unique in that when you fail in a game, you (not a character) are in some way inadequate. Yet games also motivate us to play more, in order to escape that inadequacy, and the feeling of escaping failure (often by improving skills) is a central enjoyment of games. Games, writes Juul, are the art of failure: the singular art form that sets us up for failure and allows us to experience it and experiment with it. The Art of Failure is essential reading for anyone interested in video games, whether as entertainment, art, or education.

This book calls for a major paradigm shift in the church's thinking and practice if the church is to engage with the upcoming generations of the third decade of this fast-changing twenty-first century. Just as the church has had to adapt to a changing context in the past, it now needs to engage seriously with this post-enlightenment, post-human, techno-centric age of artificial intelligence. However, the church also needs to recall its counter-cultural, prophetic role, following Elijah, Jeremiah, Amos, Jesus, and Paul, challenging society as it faces complex dilemmas raised by technology-driven development in these unprecedented times. The church will have to acknowledge unaddressed weaknesses in the past: of identifying with established power rather than vulnerability and the marginalized; of depending on a hierarchical, ministerial order at the expense of the ministry of every believer; of acquiescing to materialist, anthropocentric, and consumerist growth as an undisputable norm. This book develops the vision of a church engaged in the mission of God: of welcoming technological development but with an eye on kingdom values; of promoting innovation, so long as it does not result in a growth of inequality, or at the expense of the environment; of pointing towards a humanity that deepens its relationships with its Creator, its fellow humans, and its environment. The author calls on grassroots believers to reflect and act, within their local communities, as inspired and empowered daughters and sons of God, in the knowledge that following Jesus Christ provides a radical new paradigm for living, learning and leading, in and through these times of epochal change.

A global exploration of internet memes as agents of pop culture, politics, protest, and propaganda on- and offline, and how they will save or destroy us all. Memes are the street art of the social web. Using social media–driven movements as her guide, technologist and digital media scholar An Xiao Mina unpacks the mechanics of memes and how they operate to reinforce, amplify, and shape today's politics. She finds that the "silly" stuff of meme culture—the photo remixes, the selfies, the YouTube songs, and the pun-tastic hashtags—are fundamentally intertwined with how we find and affirm one another, direct attention to human rights and social justice issues, build narratives, and make culture. Mina finds parallels, for example, between a photo of Black Lives Matter protestors in Ferguson, Missouri, raising their hands in a gesture of resistance and one from eight thousand miles away, in Hong Kong, of Umbrella Movement activists raising yellow umbrellas as they fight for voting rights. She shows how a viral video of then presidential nominee Donald Trump laid the groundwork for pink pussyhats, a meme come to life as the widely recognized symbol for the international Women's March. Crucially, Mina reveals how, in parts of the world where public dissent is downright dangerous, memes can belie contentious political opinions that would incur drastic

consequences if expressed outright. Activists in China evade censorship by critiquing their government with grass mud horse pictures online. Meanwhile, governments and hate groups are also beginning to utilize memes to spread propaganda, xenophobia, and misinformation. Botnets and state-sponsored agents spread them to confuse and distract internet communities. On the long, winding road from innocuous cat photos, internet memes have become a central practice for political contention and civic engagement. Memes to Movements unveils the transformative power of memes, for better and for worse. At a time when our movements are growing more complex and open-ended—when governments are learning to wield the internet as effectively as protestors—Mina brings a fresh and sharply innovative take to the media discourse.

Viral Nation

A Sociological Introduction

The Mission of God and the Third Decade

Social Movements for Good: How Companies and Causes Create Viral Change

Employee Engagement

Rebooting India

This volume contributes to the emerging research on the social formation of translators and interpreters as specific occupational groups. Despite the rising academic interest in sociological perspectives in Translation Studies, relatively little research has so far been devoted to translators' social background, status struggles and sense of self. The articles assembled here zoom in on the "groups of individuals" who perform the complex translating and/or interpreting tasks, thereby creating their own space of cultural production. Cutting across varied translatorial and geographical arenas, they reflect a view of the interrelatedness between the macro-level question of professional status and micro-level aspects of practitioners' identity. Addressing central theoretical issues relating to translators' habitus and role perception, as well as methodological challenges of using qualitative and quantitative measures, this endeavor also contributes to the critical discourse on translators' agency and ethics and to questions of reformulating their social role.The contributions to this volume were originally published in Translation and Interpreting Studies 4:2 (2009) and 5:1 (2010).

In recent times there has been growing interest in positive psychology as evidenced by the swell in positive psychology graduate programs, undergraduate courses, journals related to the topic, popular book titles on the topic and scholarly publications. Within the positive psychology community there has been an increased emphasis on the socially beneficial side of positive psychological science. At the First World Congress of the International Positive Psychology Association there was a major push to look at positive psychology as a social change mechanism. This volume will bring together thoughts of leaders in positive psychology from 8 countries to capitalize on the push toward social change and flourishing. By releasing this title at a critical time Springer has the opportunity to help frame the agenda for positive psychology as a force for social change. This seminal work is meant for anyone interested in happiness, strengths, flourishing or positive institutions It introduces Positive Psychology as an unapplied science that can be used to create positive social transformation and enabling institutions. This is a must-have title for academics, especially psychologists, sociologists, economists, and professionals working in the field of Positive Psychology and Well-Being.

The Art of Social Infection: Viral Change in Action

How Everyday Leaders Inspire Change at Work

Molecular Marketing. Market Leadership Creative Modeling

A Practical Introduction

Viral Infections and Global Change