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III Savetovanje Reforma visokog obrazovanja - primjena Bolonjskih principa na Univerzitetu u Sarajevu Oct 23 2019

Educational Leadership in Policy Sep 26 2022 This book analyzes the challenges of developing and implementing effective policies for educational leadership in South-East Europe (SEE) and the Nordic-Baltic region. While individual countries from the Nordic-Baltic region are praised for their educational achievements, the SEE region could be considered as a (post)transitional landscape: these two educational contexts present their own unique challenges, notably international benchmarking and the 'Europeization' of educational policy. Seamlessly integrating theoretical framework with the goals and experiences of actors and practitioners, the editors and contributors build an accessible overview of existing policy research and its conflicting theoretical perspectives. Often disregarded by the mainstream literature, the countries and regions chosen provide a snapshot into the challenges of developing policies for educational leadership. This thoughtful yet practical volume will be of interest and value not only to students and scholars of educational leadership in these regions, but to practitioners and policy makers more widely.

Notational Analysis of Sport Dec 29 2022 First published in 1997. Routledge is an imprint of Taylor & Francis, an informa company.

Customer Satisfaction is Worthless, Customer Loyalty is Priceless Jun 30 2020 Offers strategies for turning customer satisfaction into customer loyalty, emphasizing the importance of word-of-mouth advertising

The Role of Recreation in Promoting Social Inclusion Jan 26 2020

[In Search of Understanding](#) Jul 12 2021 Argues for the development of classrooms based on constructivist pedagogy.

Appreciative Inquiry Aug 25 2022 Written by the two most recognized Appreciative Inquiry thought leaders A quick, accessible introduction to one of the most popular change methods today--proven effective in organizations ranging from Roadway Express and British Airways to the United Nations and the United States Navy Appreciative Inquiry (AI) is a model of change management uniquely suited to the values, beliefs, and challenges of organizations today. AI is a process that emphasizes identifying and building on strengths, rather than focusing exclusively on fixing weaknesses as most other change processes do. As the stories in this book illustrate, it results in dramatic improvements in the triple bottom line: people, profits, and planet. AI has been used to significantly enhance customer satisfaction, cost competitiveness, revenues, profits, and employee engagement, retention, and morale, as well as organizations' abilities to meet the needs of society. This book is a concise introduction to Appreciative Inquiry. It

provides a basic overview of the process and principles of AI along with exciting stories illustrating how organizations have applied AI and the benefits they have gained as a result. It has been specifically designed to be accessible to a wide audience so that it can be handed out in organizations where AI is either being contemplated or being implemented. Written by two of the key figures in the development of Appreciative Inquiry, this is the most authoritative guide available to a change method that systematically taps the potential of human beings to make themselves, their organizations, and their communities more adaptive and more effective.

From Production to Consumption Aug 01 2020 Up to a few decades ago, the anthropology of tourism was regarded as a way to become involved in effortless research in pleasant settings. Moreover, tourism was portrayed as a sinister carrier of Westernization, thus as a menace to the subaltern societies that had to endure it. Nowadays, anthropological studies on tourism have established their own legitimacy due to the considerable socioeconomic significance of tourism in this age of hectic global mobility. This book points to new and important research perspectives showing the impact of tourism on the rural world. The articles presented in this collection are a major and groundbreaking contribution to the analysis of the new rurality in global society. (Series: Freiburger Sozialanthropologische Studien/Freiburg Studies in Social Anthropology - Vol. 35)

Parental Support, Psychological Control and Behavioral Control Dec 25 2019 What can parents, and others interested in adolescents, do to facilitate their healthy development? In many decades of work, researchers have continually identified three central dimensions of parenting: support, behavioral control, and psychological control, all of which have been associated consistently with either positive or negative indicators of adolescent functioning. Notwithstanding its volume, the research has been non specific as to the effects of these dimensions and has otherwise been limited by a predominant concentration on western families. This monograph reported on research that addressed these limitations by testing specific effects of the parenting dimensions and by doing with multiple analytic techniques on data from adolescents in 11 cultures across the world. In all sites, it was found that support was associated with higher adolescent social competence and lower depression; psychological control with higher depression and antisocial behavior; and behavioral control with lower antisocial behavior. Recommendations included considering that these dimensions are the parental contribution to relationship types or socialization conditions that, when achieved, (with parents or other significant person) are responsible for the effects.

Consuming Experience Oct 15 2021 This book covers the 'hot topic' of the experiential consumption in an accessible manner and from a unique industry perspective which is not used in any other book. It highlights the idea that an experience is not something that can be readily managed by firms and is not limited to the market: an individual's daily life is made up of consuming experiences that can occur with or without a market relation. Offering an overview of the consumption experience, it outlines a continuum of experiences of consumption that consumers go through, including: those that are mainly constructed by consumers around small items that comprise their daily life, such as organic products and non-profit or local associations those that have been co-developed by companies and consumers: tourism or adventure projects, rock concerts and cultural events those that have been largely developed by the companies where consumers are immersed in a hyper-real context such as fashion, sports brands, edutainment and retail. Broad and comprehensive, this book provides a challenging vision of the consumption experience, which is an invaluable tool for all those studying marketing and consumer behaviour.

The Causes and Cures of Criminality Apr 28 2020 The title that the authors have chosen for this book, The Causes and Cures of Criminality, suggests that it may be just another book speculating on the sociological evils that need to be put right for "everything in the garden to be lovely." If this is the expectation, the reader could not be more mistaken. The recurrent theme, in fact, is a strong accent on psychological experiments. Both authors have tackled the theoretical and practical side of crime through an exhaustive literature review of past experimental work. Hans J. Eysenck

has concentrated on the constitutional and biological theory of criminality, whereas Gisli Gudjonsson has concerned himself more with a review of ongoing research into therapy and possible prevention of antisocial behavior. Part I goes into considerable detail on the causes of criminality, stressing much of the strangely neglected area of individual differences in personality. Research studies point to a very heavy involvement of heredity in the causation of criminality, but the authors are careful to acknowledge that much can be done environmentally to discourage a life of crime once those persons who are at risk have been identified.

Monitoring Democracy Apr 21 2022 In recent decades, governments and NGOs--in an effort to promote democracy, freedom, fairness, and stability throughout the world--have organized teams of observers to monitor elections in a variety of countries. But when more organizations join the practice without uniform standards, are assessments reliable? When politicians nonetheless cheat and monitors must return to countries even after two decades of engagement, what is accomplished? Monitoring Democracy argues that the practice of international election monitoring is broken, but still worth fixing. By analyzing the evolving interaction between domestic and international politics, Judith Kelley refutes prevailing arguments that international efforts cannot curb government behavior and that democratization is entirely a domestic process. Yet, she also shows that democracy promotion efforts are deficient and that outside actors often have no power and sometimes even do harm. Analyzing original data on over 600 monitoring missions and 1,300 elections, Kelley grounds her investigation in solid historical context as well as studies of long-term developments over several elections in fifteen countries. She pinpoints the weaknesses of international election monitoring and looks at how practitioners and policymakers might help to improve them.

The Cultural and Creative Industries Dec 05 2020

Key Sociological Thinkers Dec 17 2021 A clear and manageable overview of major sociological developments for the lay reader Despite the fact that most of us think often about society and social life, few of us have had extensive schooling in how to organize or structure such thought. Guided by the belief that the sociological imagination is impoverished if accessible only to a handful of specialists, Key Sociological Thinkers provides the lay reader with a clear and manageable overview of the major sociological developments from Marx to the present day. Twenty-one concise, thorough chapters introduce the key thinkers in the field; their driving impulses, issues central to their work, substantive examples of the theory in action, their legacy, as well as reading lists meant to stimulate further research. The book's range includes not only canonical figures, such as Marx, Weber, and Durkheim, but feminist, post-structuralist, and post-colonialist thinkers of recent decades, including Nancy Chodorow, Michel Foucault, and Stuart Hall. Other sociologists and social theorists covered include Sigmund Freud, Georg Simmel, Herbert Blumer, Talcott Parsons, Robert Merton, Simone de Beauvoir, Norbert Elias, Erving Goffman, David Lockwood, Harold Garfinkel, Louis Althusser, Jurgen Habermas, Pierre Bourdieu, Arlie Hochschild, and Anthony Giddens. Key Sociological Thinkers is ideal for students new to the field, veterans looking to brush up, and anyone eager to expand their understanding of the world in which we live.

Families and Retirement Mar 28 2020 What are the long term effects of retirement on family relationships? Do personality characteristics or attitudes of one spouse impinge on the other spouse's retirement plans and adjustment? What differences exist in the ways males and females adapt to retirement? Leading researchers in the fields of family studies and gerontology present enlightening information on the impact of retirement on family relations. Original essays focus on gender and ethnic differences, the role of children, siblings, and significant others, and the multiple changes retirement creates in marriage. In addition, a variety of theoretical models, existing research, and methodological problems in studying retired families are explored. Families and Retirement is essential reading for graduate students, researchers, and professionals in gerontology, sociology, social work, family psychology, and policy studies. "This is a well-written book. The editors have done a great job in selecting chapter

authors whose research is important and directly related to the focus of the book. . . . The book will be an excellent text for sociology classes focusing mainly on retirement. It will also serve well as a supplemental text in gerontology, family studies, economics, and other college and university courses wherein retirement is studied." --Journal of Marriage and the Family "Just when it seems too complex a task to produce a text that addresses retirement from the perspective of the family, a new work appears that does just that. . . . The editors have successfully expanded [the] traditional concern with the individual by choosing studies showing relationships and issues on aspects of retirement and family." --Family Relations

Illustrations Journal May 30 2020 8.5x11 160 Page Lined paperback Journal/Notebook. Get Organized Stationery has created a wonderful collection of simply beautiful notebooks and journals, perfect for penning, doodling and writing till your heart's content. With varied uses from writing melodic lyrics or romantic poetry to scripting your very first novel! These bestselling notebooks and journals are extremely appealing to all ages and are perfect for everyday use, finding happy homes in handbags, satchels and briefcases. Get Organized Stationery notebooks and journals are loved by creative souls worldwide... they also make perfect gifts for your awesome groovy friends!

Studies in Machiavellianism Jun 11 2021 Studies in Machiavellianism covers the various aspects of Machiavellian personality and characteristics. Traditionally, the "Machiavellian" is someone who views and manipulates others for his own purposes. This 17-chapter text discusses the empirical findings on approved canons of social psychological reporting concerning Machiavellianism. The introductory chapters examine the relationships between Machiavellianism and measures of ability, opinion, and personality, as well as the visual interaction in relation to Machiavellianism and an unethical act. The succeeding chapters discuss the results and implications of the Machiavel study, with a particular emphasis on the measure of success of attempts to manipulate others. Other chapters deal with the results of the Con and Ten Dollar Games along with their interpretation. The remaining chapters discuss the laboratory and field research studies of Machiavellianism, as well as its social correlation. This book will prove useful to social psychologist, behaviorists, historians, and researchers.

The SAGE Handbook of Cultural Analysis Mar 08 2021 "A genuine one-stop reference point for the many, many differing strands of cultural analysis. This isn't just one contender among many for the title of 'best multidisciplinary overview'; this is a true heavyweight." - Matt Hills, Cardiff University "An achievement and a delight - both compelling and useful." - Beverley Skeggs, Goldsmiths, University of London With the 'cultural turn', the concept of culture has assumed enormous importance in our understanding of the interrelations between social, political and economic structures, patterns of everyday interaction, and systems of meaning-making. In The SAGE Handbook of Cultural Analysis, the leading figures in their fields explore the implications of this paradigm shift. Part I looks at the major disciplines of knowledge in the humanities and social sciences, asking how they have been reshaped by the cultural turn and how they have elaborated distinctive new objects of knowledge. Parts II and III examine the questions arising from a practice of analysis in which the researcher is drawn reflexively into the object of study and in which methodological frameworks are rarely given in advance. Addressed to academics and advanced students in all fields of the social sciences and humanities, The SAGE Handbook of Cultural Analysis is at once a synthesis of advances in the field, with a comprehensive coverage of the scholarly literature, and a collection of original and provocative essays by some of the brightest intellectuals of our time.

Digitalne medijske tehnologije i društveno-obrazovne promene Sep 21 2019

Performance Analysis of Sport IX Aug 13 2021 Performance analysis techniques help coaches, athletes and sport science support officers to develop a better understanding of sport performance and therefore to devise more effective methods for improving that performance. Performance Analysis of Sport IX is the latest in a series of volumes that showcase the very latest scientific research into performance analysis, helping to bridge the gap between theory and practice in sport. Drawing on data from a wide variety of sports, the book covers every key topic and sub-discipline in

performance analysis, including: analysis of technique technical effectiveness tactical evaluation studying patterns of play motor learning and feedback work rate and physical demands performance analysis technology analysis of elite athletes and teams effectiveness of performance analysis support observational analysis of injury risk analysis of referees Effective performance analysis is now an essential component of the high performance strategy of any elite sport team or individual athlete. This book is therefore essential reading for any advanced student or researcher working in performance analysis, and invaluable reading for any sport science support officer, coach or athletic trainer looking for ways to improve their work with athletes

Handbook on Crime Nov 04 2020 The Handbook on Crime is a comprehensive edited volume that contains analysis and explanation of the nature, extent, patterns and causes of over 40 different forms of crime, in each case drawing attention to key contemporary debates and social and criminal justice responses to them. It also challenges many popular and official conceptions of crime. This book is one of the few criminological texts that takes as its starting point a range of specific types of criminal activity. It addresses not only 'conventional' offences such as shoplifting, burglary, robbery, and vehicle crime, but many other forms of criminal behaviour - often an amalgamation of different legal offences - which attract contemporary media, public and policy concern. These include crimes committed not only by individuals, but by organised criminal groups, corporations and governments. There are chapters on, for example, gang violence, hate crime, elder abuse, animal abuse, cyber crime, identity theft, money-laundering, eco crimes, drug trafficking, human trafficking, genocide, and global terrorism. Many of these topics receive surprisingly little attention in the criminological literature. The Handbook on Crime will be a unique text of lasting value to students, researchers, academics, practitioners, policy makers, journalists and all others involved in understanding and preventing criminal behaviour.

Eurasian Business Perspectives Jul 24 2022 This volume presents selected papers on recent management research from the 20th Eurasia Business and Economics Society (EBES) Conference, which was held in Vienna in 2016. Its primary goal is to showcase advances in the fields of accounting, auditing, marketing, and human resources in emerging economies. This volume is unique in its special focus on empirical research perspectives from countries such as Lithuania, Russia, and the Visegrád Group (the Czech Republic, Hungary, Poland and Slovakia), among others.

The Psychology of Physical Symptoms May 22 2022 Physical symptoms are fascinating phenomena to examine. We all experience them, use them as signals to guide our behavior, and usually assume that they accurately represent underlying physiological activity. At the same time, we implicitly know that bodily sensations are often vague, ambiguous, and subject to a variety of interpretations. It is not surprising, then, that there is often a disparity between what we think is going on in our bodies and what is objectively occurring. In short, phenomena such as physical symptoms are the stuff of psychology. My own research into physical symptoms started by accident several years ago. In a hastily devised experiment dealing with the effects of noise on behavior, I had to write a post-experimental questionnaire that would be long enough to allow the experimenter time to calibrate some equipment for a later portion of the study. I included some physical symptoms on the questionnaire as fillers. The experiment was a total failure, with the exception of the symptom reports. People's perceptions of symptoms were easily influenced by our manipulations, even though their actual physiological state had not changed. And so began the present inquiry. Despite the pervasiveness, importance, and sheer amount of time and money devoted to discussing and curing common physical symptoms and sensations, very little empirical work has been devoted to examining the psychological and perceptual factors related to sensory experience. Occasional papers have tested a specific theory, such as cognitive dissonance, wherein physical symptoms served as an interesting dependent measure.

ACSM's Foundations of Strength Training and Conditioning Feb 07 2021 Developed by the American College of Sports Medicine (ACSM), ACSM's Foundations of Strength Training and Conditioning offers a comprehensive introduction to the basics of strength training and conditioning. This

updated 2nd edition focuses on practical applications, empowering students and practitioners to develop, implement, and assess the results of training programs that are designed to optimize strength, power, and athletic performance. Clear, straightforward writing helps students master new concepts with ease, and engaging learning features throughout the text provide the understanding and confidence to apply lessons to clinical practice.

Privacy Feb 19 2022 We live more and more of our lives online; we rely on the internet as we work, correspond with friends and loved ones, and go through a multitude of mundane activities like paying bills, streaming videos, reading the news, and listening to music. Without thinking twice, we operate with the understanding that the data that traces these activities will not be abused now or in the future. There is an abstract idea of privacy that we invoke, and, concrete rules about our privacy that we can point to if we are pressed. Nonetheless, too often we are uneasily reminded that our privacy is not invulnerable-the data tracks we leave through our health information, the internet and social media, financial and credit information, personal relationships, and public lives make us continuously prey to identity theft, hacking, and even government surveillance. A great deal is at stake for individuals, groups, and societies if privacy is misunderstood, misdirected, or misused. Popular understanding of privacy doesn't match the heat the concept generates. With a host of cultural differences as to how privacy is understood globally and in different religions, and with ceaseless technological advancements, it is an increasingly complex topic. In this clear and accessible book, Leslie and John G. Francis guide us to an understanding of what privacy can mean and why it is so important. Drawing upon their extensive joint expertise in law, philosophy, political science, regulatory policy, and bioethics, they parse the consequences of the forfeiture, however great or small, of one's privacy.

Social Surveys Jun 23 2022 Four volumes contain 95 selections from books and from journals such as the British J. of Sociology, Sociological Review, J. of the Royal Statistical Society, J. of Computer Mediated Communication, and Public Opinion Quarterly, among others. Editor de Vaus (who is also a contributor) leads off with.

Consumer Rapport to Luxury May 10 2021

Measuring Health Nov 23 2019 Worldwide economic constraints on health care systems have highlighted the importance of evidence-based medicine and evidence-based health policy. The resulting clinical trials and health services research studies require instruments to monitor the outcomes of care and the output of the health system. However, the over-abundance of competing measurement scales can make choosing a measure difficult at best. *Measuring Health* provides in-depth reviews of over 100 of the leading health measurement tools and serves as a guide for choosing among them. Now in its third edition, this book provides a critical overview of the field of health measurement, with a technical introduction and discussion of the history and future directions for the field. This latest edition updates the information on each of the measures previously reviewed, and includes a complete new chapter on anxiety measurement to accompany the one on depression. It has also added new instruments to those previously reviewed in each of the chapters in the book. Chapters cover measurements of physical disability, social health, psychological well-being, anxiety, depression, mental status testing, pain, general health status and quality of life. Each chapter presents a tabular comparison of the quality of the instruments reviewed, followed by a detailed description of each method, covering its purpose and conceptual basis, its reliability and validity and, where possible, shows a copy of the actual scale. To ensure accuracy of the information, each review has been approved by the original author of each instrument or by an acknowledged expert.

Responses to Victimizations and Belief in a Just World Nov 16 2021 The preparation of this volume began with a conference held at Trier University, approximately thirty years after the publication of the first *Belief in a Just World* (BJW) manuscript. The location of the conference was especially appropriate given the continued interest that the Trier faculty and students had for BJW research and theory. As several chapters in this volume

document, their research together with the other contributors to this volume have added to the current sophistication and status of the BJW construct. In the 1960s and 1970s Melvin Lerner, together with his students and colleagues, developed his justice motive theory. The theory of Belief in a Just World (BJW) was part of that effort. BJW theory, meanwhile in its thirties, has become very influential in social and behavioral sciences. As with every widely applied concept and theory there is a natural developmental history that involves transformations, differentiation of facets, and efforts to identify further theoretical relationships. And, of course, that growth process will not end unless the theory ceases to develop. In this volume this growth is reconstructed along Furnham's stage model for the development of scientific concepts. The main part of the book is devoted to current trends in theory and research.

Comparative and International Education Feb 25 2020 This book explores the evolution and current state of the scholarly field of comparative and international education over 200 years of development. Experts in the field explore comparative and international education in each of the major world regions.

Coronavirus Disease (COVID-19): Psychological, Behavioral, Interpersonal Effects, and Clinical Implications for Health Systems Nov 28 2022

Parenting Culture Studies Oct 27 2022 Why have the minutiae of how parents raise their children become routine sources of public debate and policy making? This book provides in-depth answers to these features drawing on a wide range of sources from sociology, history, anthropology and psychology, covering developments in both Europe and North America.

Cultures of Infancy Sep 02 2020 Cultures of Infancy presents the first systematic analysis of culturally informed developmental pathways, synthesizing evolutionary and cultural psychological perspectives for a broader understanding of human development. In this compelling book, author Heidi Keller utilizes ethnographic reports, as well as quantitative and qualitative analyses, to illustrate how humans resolve universal developmental tasks in particular sociodemographic contexts. These contexts are represented in cultural models, and three distinct models are addressed throughout the text: the model of independence with autonomy as developmental organizer; the model of interdependence with relatedness as the developmental organizer; and the model of autonomous relatedness representing particular mixtures of autonomy and relatedness. The book offers an empirical examination of the first integrative developmental task-relationship formation during the early months of life. Keller shows that early parenting experiences shape the basic foundation of the self within particular models of parenting that are influenced by culturally informed socialization goals. With distinct patterns of results the studies have revealed, Cultures of Infancy will help redefine developmental psychology as part of a culturally informed science based on evolutionary ground work. Scholars interested in a broad perspective on human development and culture will benefit from this pioneering volume.

Psychology and Dentistry Oct 03 2020 Learn to build successful working relationships with your patients Psychology and Dentistry: Mental Health Aspects of Patient Care is a practical guide to an often-neglected aspect of dentistry—the contributions of the behavioral sciences to dental research and practice. Dr. William A. Ayer, Professor of Behavioral Sciences at Nova Southeastern University College of Dental Medicine in Fort Lauderdale, Florida, presents a comprehensive textbook that's an essential study aid for students preparing for their National Dental Board Examinations and a valuable classroom resource for dental school faculty. This unique book identifies the everyday concerns of dentists, dental students, and dental hygienists, offering proven strategies for patient management and for building—and maintaining—a successful dentist-patient relationship. Psychology and Dentistry examines the contributions of the behavioral sciences to the practice of dentistry, drawing subject matter from a wide range of disciplines that include psychology, sociology, education, anthropology, economics, epidemiology, health services, and public health. The

book is a practical guide to developing the necessary skills to conduct effective patient interviews, for teaching patients to manage their dental fears and anxieties, and for dealing with patients who need counseling from mental health professionals. It also addresses special issues that have become relevant to dentists and their staffs in recent years, including child abuse and neglect, spousal violence, elder abuse, aging and changes associated with age, death and dying, and bereavement. Psychology and Dentistry examines: behavior therapies behavioral interventions management techniques for patients with acute and/or chronic pain how to train patients to manage their oral habits how to get patients to comply with health care recommendations pain perception and pain expression the therapeutic use of hypnosis how to make psychological referrals for patients the effect of stress on dentists and dental students and much more! Psychology and Dentistry: Mental Health Aspects of Patient Care is an essential resource for anyone working in the dental field. The book's practical approach and unique insights are invaluable for helping you develop healthy relationships with your patients.

Citizens as Partners (Serbo-croate version) Information, Consultation and Public Participation in Policy-Making Apr 09 2021

Law, Legislation and Liberty, Volume 3 Sep 14 2021 This work provides a study of American women's responses to evolutionary theory and illuminates the role science played in the nineteenth-century women's rights movement. Here the author reveals how a number of nineteenth-century women, raised on the idea that Eve's sin forever fixed women's subordinate status, embraced Darwinian evolution, especially sexual selection theory as explained in *The Descent of Man*, as an alternative to the creation story in *Genesis*. The author chronicles the lives and writings of the women who combined their enthusiasm for evolutionary science with their commitment to women's rights, including Antoinette Brown Blackwell, Eliza Burt Gamble, Helen Hamilton Gardener, Charlotte Perkins Gilman, and Elizabeth Cady Stanton. These Darwinian feminists believed evolutionary science proved that women were not inferior to men, that it was natural for mothers to work outside the home, and that women should control reproduction. The practical applications of this evolutionary feminism came to fruition, it is shown, in the early thinking and writing of the American birth control pioneer Margaret Sanger. In contrast to the extensive scholarship that has been dedicated to analyzing what Darwin and other male evolutionists had to say about women, this work offers information on what women themselves had to say about evolution. -- From book jacket.

Time Perspective Theory; Review, Research and Application Jan 18 2022 This book is about time and its powerful influence on our personal and collective daily life. It presents the most comprehensive and up-to-date overview of contemporary knowledge on temporal psychology inspired by Zimbardo's work on Time Perspective (TP). With contributions from renowned and promising researchers from all over the globe, and at the interface of social, personality, cognitive and clinical psychology, the handbook captures the breadth and depth of the field of psychological time. Time perspective, as the way people construe the past, the present and the future, is conceived and presented not only as one of the most influential dimensions in our psychological life leading to self-impairing behaviors, but also as a facet of our person that can be de-biased and supportive for well-being and happiness. Written in honor of Philip G. Zimbardo on his 80th birthday and in acknowledgement of his leading role in the field, the book contains illustrations of the countless studies and applications that his theory has stimulated, and captures the theoretical, methodological and practical pathways he opened by his prolific research.

Driving Customer Equity Jan 06 2021 In their efforts to become more customer-focused, companies everywhere find themselves entangled in outmoded systems, metrics, and strategies rooted in their product-centered view of the world. Now, to ease this shift to a customer focus, marketing strategy experts Roland T. Rust, Valarie A. Zeithaml, and Katherine N. Lemon have created a dynamic new model they call "Customer Equity," a strategic framework designed to maximize every firm's most important asset, the total lifetime value of its customer base. The authors' Customer Equity Framework yields powerful insights that will help any business increase the value of its customer base. Rust, Zeithaml, and Lemon introduce

the three drivers of customer equity -- Value Equity, Brand Equity, and Retention Equity -- and explain in clear, nontechnical language how managers can base their strategies on one or a combination of these drivers. The authors demonstrate in this breakthrough book how managers can build and employ competitive metrics that reveal their company's Customer Equity relative to their competitors. Based on these metrics, they show how managers can determine which drivers are most important in their industry, how they can make efficient strategic trade-offs between expenditures on these drivers, and how to project a financial return from these expenditures. The final section devotes two chapters to the Customer Pyramid, an approach that segments customers based on their long-term profitability, and an especially important chapter examines the Internet as the ultimate Customer Equity tool. Here the authors show how companies such as Intuit.com, Schwab.com, and Priceline.com have used more than one or all three drivers to increase Customer Equity. In this age of one-to-one marketing, understanding how to drive Customer Equity is central to the success of any firm. In particular, *Driving Customer Equity* will be essential reading for any marketing manager and, for that matter, any manager concerned with growing the value of the firm's customer base.

Arbeitsbeziehungen und Sozialer Dialog im alten und neuen Europa Aug 21 2019 Die Arbeitsbeziehungen in Europa veränderten sich in den letzten Jahren stark. Mit Beiträgen zu aktuellen Problemen und Entwicklungen in den Arbeitnehmer-Arbeitgeber-Beziehungen, der Arbeitsgesetzgebung und dem Sozialen Dialog in fünf ausgewählten Mitgliedstaaten und einem Beitrittskandidatenland der EU versucht der Band diese Veränderungen aufzuzeigen.

The Science of Self-report Mar 20 2022 Rigorous methodological techniques have been developed in the last decade to improve the reliability and accuracy of self reports from research volunteers and patients about their pain, mood, substance abuse history, or dietary habits. This book presents cutting-edge research on optimal methods for obtaining self-reported information for use in the evaluation of scientific hypothesis, in therapeutic interventions, and in the development of prognostic indicators. ALTERNATE BLURB: Self-reports constitute critically important data for research and practice in many fields. As the chapters in this volume document, psychological and social processes influence the storage and recall of self-report information. There are conditions under which self-reports should be readily accepted by the clinician or researcher, and other conditions where healthy scepticism is required. The chapters demonstrate methods for improving the accuracy of self-reports, ranging from fine-tuning interviews and questionnaires to employing emerging technologies to collect data in ways that minimize bias and encourage accurate reporting. Representing a diverse group of disciplines including sociology, law, psychology, and medicine, the distinguished authors offer crucial food for thought to all those whose work depends on the accurate self-reports of others.