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Prepare for success on the Certification for Emergency Nurses examination! Not only does Pass CEN! review all the content covered in the current exam blueprint, it includes fun yet challenging learning activities, realistic practice questions, and comprehensive practice examinations. A concise outline format and numerous illustrations make the material easy to read, understand, and remember. Written by a team of expert nursing instructors led by Robin Donohoe Dennison, this unique guide also reviews anatomy and physiology for each core body system. The accompanying online Evolve Exam Review course includes practice exams that simulate the experience of taking the actual exam. This is the all-in-one study tool you can't do without! An easy-to-follow outline format quickly and clearly delineates what you must know to pass the CEN exam. Content follows the most current CEN blueprint and eliminates extraneous information that is not likely to be tested. Learning activities provide fun and stimulating ways to learn critical concepts, such as matching questions, essays, table completion exercises, and crossword puzzles. Anatomy and physiology reviews cover each core body system Case Related Learning activities include questions on clinical reasoning and decision-making. The online Evolve Exam Review course includes: Approximately 700 practice questions with answers, rationales, test-taking strategies, and suggested references Randomized questions to let you create up to 150 different practice exams Self-assessment quizzes that allow you to select 10 to 120 questions by body system, with immediate feedback for answers 'This Handbook is a stellar compilation of up-to-date knowledge about the important topics in transport economics. Authors include the very best in the field, and they cover the most important topics for today's research and policy applications. Individual chapters contain sound, readable, well referenced explanations of each topic's history and current status. I cannot think of a better place to start for anyone wanting to become current in the field or in any of its parts.' – Kenneth Small, University of California-Irvine, US Bringing together insights and perspectives from close to 70 of the world's leading experts in the field, this timely Handbook provides an up-to-date guide to the most recent and state-of-the-art advances in transport economics. The comprehensive coverage includes topics such as the relationship between transport and the spatial economy, recent advances in travel demand analysis, the external costs of transport, investment appraisal, pricing, equity issues, competition and regulation, the role of public-private partnerships and the development of policy in local bus services, rail, air and maritime transport. This Handbook is designed both for use on postgraduate and advanced undergraduate courses and as a reference for anyone working in the field. It also complements the textbook Principles of Transport Economics. This second edition provides the core knowledge required to skillfully carry out all daily clinical responsibilities. Current, updated coverage examines human reproduction,

genetics, high-risk pregnancies, labor and delivery risk, and much more. This book represents the first multidisciplinary scientific work on a deep volcanic maar lake in comparison with other similar temperate lakes. The syntheses of the main characteristics of Lake Pavin are, for the first time, set in a firmer footing comparative approach, encompassing regional, national, European and international aquatic science contexts. It is a unique lake because of its permanently anoxic monimolimnion, and furthermore, because of its small surface area, its substantially low human influence, and by the fact that it does not have a river inflow. The book reflects the scientific research done on the general limnology, history, origin, volcanology and geological environment as well as on the geochemistry and biogeochemical cycles. Other chapters focus on the biology and microbial ecology whereas the sedimentology and paleolimnology are also given attention. This volume will be of special interest to researchers and advanced students, primarily in the fields of limnology, biogeochemistry, and aquatic ecology.

A Grammar of Modern Indo-European is a complete reference guide to a living Indo-European language. It contains a comprehensive description of Proto-Indo-European grammar, and offers an analysis of the complexities of the prehistoric language and its reconstruction from its descendant languages. Written in a fresh and accessible style, and illustrated with maps, figures and tables, this book focusses on the real patterns of use of Late Indo-European. The book is well organised and is filled with full, clear explanations of areas of confusion and difficulty. It also contains an extensive English - Indo-European, Indo-European - English vocabulary, as well as detailed etymological notes, designed to provide readers with an easy access to the information they require. An essential reference source for the student of Indo-European as a learned and living language, this work will appeal to students of languages, classics, and the ancient world, as well as to general readers interested in the history of language, and in speaking the direct ancestor of the world's largest language family. "The book is clearly written and concise and uses sidebars to highlight core concepts." Score: 90, 4 stars --Doody's

Because ER nurses need to think fast and act fast... Fast Facts for the ER Nurse is an orientation guide and reference, designed specifically for new ER nurses and the preceptors responsible for their orientation. The chapters provide a brief overview of equipment, treatments, and drugs used to manage common disorders and conditions frequently seen in the ER. Critical information presented in each chapter includes disorder definitions, signs and symptoms, interventions, and critical thinking questions. With this guide, nurses can get the information they need fast in bullet-point lists. Each chapter is conveniently organized alphabetically by disease and disorder for quick access. The book serves as an organized, reliable, and thorough ER guide, ensuring a structured approach to orientation. All new ER nurses and their preceptors will find this book to be a reference they cannot do without. Key topics covered include: Cardiovascular Emergencies Disaster Response Emergencies Infectious Disease Emergencies Mental Health Emergencies Shock and Multisystem Trauma Emergencies Substance Abuse and Toxicologic Emergencies And many more!

A new look at weak-convergence methods in metric spaces—from a master of probability theory In this new edition, Patrick Billingsley updates his classic work *Convergence of Probability Measures* to reflect developments of the past thirty years. Widely known for his straightforward approach and reader-friendly style, Dr. Billingsley presents a clear, precise, up-to-date account of probability limit theory in metric spaces. He incorporates many examples and applications that illustrate the power and utility of this theory in a range of disciplines—from analysis and number theory to statistics, engineering, economics, and population biology. With an emphasis on the simplicity of the mathematics and smooth transitions between topics, the Second Edition boasts major revisions of the sections on dependent random variables as well as new sections on relative measure, on lacunary trigonometric series, and on the Poisson-Dirichlet distribution as a description of the long cycles in permutations and the large divisors of integers. Assuming only standard measure-theoretic probability and metric-space topology, *Convergence of Probability Measures* provides statisticians and mathematicians with basic tools of probability theory as well as a springboard to the "industrial-strength" literature available today. Learn to provide state-of-the-art care to any patient in any setting with the most comprehensive trauma nursing resource available. Using the unique cycles of trauma framework, **Trauma Nursing: From Resuscitation Through Rehabilitation**, 5th Edition features coverage of cutting-edge research findings and current issues, trends, and controversies in trauma nursing. The thoroughly updated fifth edition guides you through all phases of care - from preventive care and the time of injury to the resuscitative, operative, critical, intermediate, and rehabilitative stages. Plus, new chapters address unique trauma patient populations including pregnant women, children, the elderly, bariatric individuals, burned patients, those

with a history of substance abuse and organ donors. With timely discussions on emerging topics such as mass casualty events and rural trauma, this is the most complete resource available for both students and experienced trauma nurses. UPDATED! Disaster preparedness, response and recovery for mass casualty incidents prepares students to act quickly and confidently in the event of a disaster, with guidelines for initial response and sustained response. UPDATED! The latest sepsis protocols, opioid use and pain/sedation protocols, and treating injured patients with diabetes. Special populations coverage prepares you to meet the needs of unique trauma patient populations including pregnant women, children, the elderly, bariatric individuals, burn patients, those with a history of substance abuse and organ donors. Coverage of specific issues that affect all patients regardless of their injury, gives you a solid understating of mechanism of injury, traumatic shock, patient/family psychosocial responses to trauma, pain, anxiety, delirium and sleep management; infection; wound healing, and nutrition. Tables and illustrations throughout add clarity to the content being discussed. NEW! Information on a team-centered, interdisciplinary approach to care. NEW! Up-to-date evidence-based information about issues that affect trauma care systems, includes injury pathophysiology, and state-of-the-art care for the trauma patient during all phases of care. NEW! All new content includes information on cultural sensitivity, care for caregivers, and how to handle self-harm injuries and suicide. NEW! Certification review questions help you to prepare for certification by listing the correct answers and rationales. NEW! Current recommendations for measuring fluid administration responsiveness. Kaplan's National Registry Paramedic Prep provides essential content and focused review to help you master the national paramedic exam. This second edition features comprehensive content review, board-style practice questions, and test-taking tips to help you face the exam with confidence. Essential Review Content is weighted to match the NRP so you can focus your study where it counts the most Concise review of the material tested on the exam, including physiology, pharmacology, respiratory emergencies, cardiac emergencies, shock, trauma, obstetrics and gynecology, pediatrics, the psychomotor exam, and more Full-color figures and tables to aid in understanding and retention Realistic practice questions with detailed answer explanations in each chapter Overview of the exam to help you avoid surprises on test day Expert Guidance We invented test prep—Kaplan (www.kaptest.com) has been helping students for 80 years, and our proven strategies have helped legions of students achieve their dreams Written by emergency nurses for emergency nurses, Sheehy's *Emergency Nursing: Principles and Practice, 7th Edition* covers the issues and procedures unique to the emergency department. This comprehensive, evidence-based resource is written by the Emergency Nurses Association and includes developments and changes in clinical practice that are incorporated throughout the text. Considered the go-to guide for issues and procedures unique to the emergency department, the user-friendly format features more than 150 high-quality illustrations and tables that highlight essential concepts and offer quick access to vital information. New to this edition is updated key coverage including clinical fundamentals, treatment for trauma and medical-surgical emergencies, the foundations of emergency nursing practice, special populations, and more! Written by the Emergency Nurses Association, ensuring this is the most accurate information on the market. Most comprehensive and authoritative text available on emergency nursing. Logically organized, chapters are grouped into six sections for quick access to important content: Foundations of Emergency Nursing, Professional Practice, Clinical Foundations of Emergency Nursing, Major Trauma Emergencies, Medical and Surgical Emergencies, and Special Patient Populations. Tables and boxes highlight and summarize critical and essential information, while 150 illustrations help you to quickly identify and treat frequently encountered conditions. A separate unit on special patient populations covers topics such as child abuse, elder abuse, intimate partner violence, sexual assault, substance abuse and behavioral/pediatric/obstetrical emergencies. NEW! Coverage includes the latest on topical issues such as ethics, workplace violence, and geriatric trauma. UPDATED pain guidelines feature the latest pain indicators. UPDATED sepsis guidelines provide essential information on pathophysiology and diagnosis, with valuable guidelines for managing these patients. NEW! Fully revised information on communicable diseases. UPDATED Information on non-narcotic use for treatment of pain and increasing rates of addiction. NEW! Discussion of transgender patients covers how to work with this unique population. NEW! Full color photo insert This comprehensive textbook serves both as a reference for the practicing acute care pediatric nurse practitioners and as a resource for the acute care pediatric nurse practitioner in training. Further, it provides guidelines for the management of a pediatric patient in the emergent care and inpatient settings. Ideally targeted at either the master's or doctorate level, it functions as a

primary textbook in the nursing practice pediatric nurse practitioner acute care curriculum. Also included are formatted Standardized Procedures/Practice Protocols for the acute care practice setting that can Here's the perfect companion to Safe Maternity & Pediatric Nursing Care. Each chapter in the Study Guide corresponds to a chapter in the text. Exercise by exercise, activity by activity, you'll develop your critical-thinking and problem-solving skills while mastering the principles, concepts, and procedures essential to success in the classroom and in practice. Here's the book you need to prepare for Exam 70-219, Designing a Microsoft Windows 2000 Directory Services Infrastructure: In-depth coverage of every exam objective Practical information on designing a Directory Services infrastructure Hundreds of challenging review questions, in the book and on the CD Leading-edge exam preparation software, including a testing engine and electronic flashcards Authoritative coverage of all exam objectives, including: Analyzing business requirements Analyzing technical requirements Designing a Directory Service architecture Designing service locations Analyzing desktop management business requirements Designing and planning the OU structure Planning for coexistence of Active Directory and other directory services Note: CD-ROM/DVD and other supplementary materials are not included as part of eBook file. You're probably thinking this is just another typical study guide. Because we know your time is limited, we've created a resource that isn't like most study guides. With Trivium Test Prep's unofficial NEW CEN Review Book 2018-2019: CEN Study Guide and Practice Test Questions for the Certified Emergency Nurse Exam you'll benefit from a quick-but-comprehensive review of everything tested on the exam via real-life examples, graphics, and information. Our materials give you that extra edge you need to pass the first time. BCEN was not involved in the creation or production of this product, is not in any way affiliated with Trivium Test Prep, and does not sponsor or endorse this product. Trivium Test Prep's CEN Review Book 2018-2019 offers: A detailed overview of what you need to know for the CEN exam Coverage of all the subjects over which you will be tested Practice questions for you to practice and improve Test tips and strategies to help you score higher Trivium Test Prep's CEN Review Book 2018-2019 covers: Treating Emergencies Environmental Emergencies Communicable Diseases Medical Emergencies Professional Issues Fundamentals of Nursing ...and includes practice test questions About Trivium Test Prep Trivium Test Prep is an independent test prep study guide company that produces and prints all of our books right here in the USA. Our dedicated professionals know how people think and learn, and have created our test prep products based on what research has shown to be the fastest, easiest, and most effective way to prepare for the exam. Unlike other study guides that are stamped out in a generic fashion, our study materials are specifically tailored for your exact needs. We offer a comprehensive set of guides guaranteed to raise your score for exams from every step of your education; from high school, to college or the military, to graduate school. Let our study guides guide you along the path to the professional career of your dreams With this book we try to reach several more-or-less unattainable goals namely: To compromise in a single book all the most important achievements of Monte Carlo calculations for solving neutron and photon transport problems. To present a book which discusses the same topics in the three levels known from the literature and gives us useful information for both beginners and experienced readers. It lists both well-established old techniques and also newest findings. The European DayWater project has developed a prototype of an Adaptive Decision Support System (ADSS) related to urban stormwater pollution source control. The DayWater ADSS greatly facilitates decision-making for stormwater source control, which is currently impeded by the large number of stakeholders involved and by the necessary multidisciplinary knowledge. This book presents the results of this project, providing new insights into both technical and management issues. The main objectives of its technical chapters are pollution source control modelling, risk and impact assessment, and evaluation and comparison of best management practices. It also covers management aspects, such as the analysis of the decision-making processes in stormwater source control, at a European scale, and stormwater management strategies in general. The combination of scientific-technical and socio-managerial knowledge, with the strong cooperation of numerous end-users, reflects the innovative character of this book which includes actual applications of the ADSS prototype in significant case studies. DayWater: an Adaptive Decision Support System for Urban Stormwater Management contains 26 chapters collectively prepared by DayWater scientific partners and end-users associated with this European Research and Development project. It includes: A general presentation of the DayWater Adaptive Decision Support System (ADSS) structure and operation modes A detailed description of the major components of this ADSS prototype The assessment of

its components in significant case studies in France, Germany and Sweden The proceedings of the International Conference on Decision Support Systems for Integrated Urban Water Management, held in Paris on 3-4 November 2005. The book presents the ADSS prototype including a combination of freely accessible on-line databases, guidance documents, "road maps" and modelling or multi-criteria analysis tools. As demonstrated in several significant case studies the challenge for stormwater managers is to make the benefits of urban stormwater management visible to society, resulting in active co-operation of a diversity of stakeholders. Only then, will sustainable management succeed. DayWater: an Adaptive Decision Support System for Urban Stormwater Management advances this cause of sustainable urban management through Urban stormwater management, and makes achievable (by means of risk and vulnerability tools which are included) the goal of integrated urban water management (IUWM). World economics and the industrial environment has recently created a fertile ground for the creation of new enterprises and start-ups. This book skilfully identifies the challenges of building a new business venture from an idea to a marketable product. It highlights • Robust methods for keeping up with innovation; • Designing new ways to grow, improve and market your product; and • Managing the changes in the business environment, market dynamics and other uncertainties. The volume is rich with examples and case studies of many small and large businesses. It further reflects on the business and entrepreneurship ecosystem, the challenges and opportunities in India, entrepreneurship and women, e-commerce, the new generation of entrepreneurs, and exit strategies for entrepreneurs. An essential guide for entrepreneurs and professionals working in business management and marketing communications, as well as scholars of business administration and financial sciences, this book by an industry expert offers many new and practiced approaches, examples and lessons for innovative thinking and breaking new ground in business. Delineates essential pediatric knowledge and skills that will greatly enhance nursing orientation and ongoing education This pocket-sized resource for nurses confronting pediatric emergencies provides immediate access to vital, life-saving information. Ideal for a variety of settings, this guide distills the wisdom of expert pediatric emergency clinicians who provide a wealth of critical information from basic foundational knowledge through red flag presentations and triage. After describing how to best incorporate the guide into practice, the book conveys important contextual information about pediatric developmental stages, anatomy and physiology, and how to communicate effectively with patients and caregivers. This essential resource provides comprehensive triage content; a combination of concept-based learning, disease pathology, and recognition according to body system; and psychosocial considerations. Additionally, behavioral health issues, congenital cardiac anomalies, and children with unique needs, along with assessments, interventions, critical medications, and selected components of resuscitation are covered. This text provides emergency, urgent care, clinic, school nurses and others, both experienced and inexperienced, with a pocket reference when caring for the pediatric patient. A quick-reference section highlights emergency pediatric procedures and medication administration for at-a-glance information. Chapters contain space for taking notes, inscribing important phone numbers, or pasting facility-specific policies and procedures. Key Features: Concise, pocket-sized, immediate-access format Useful for emergency, urgent care, clinic, school, detention center, summer camp settings, and others Utilizes a systematic evidence-based approach for the triage, assessment, and identification of appropriate interventions for a variety of clinical presentations Describes nursing pearls and critical concepts of pediatric emergency care Addresses typical vs. atypical patient presentations Provides step-by-step information for pediatric procedures Addresses anatomic and physiologic age-specific considerations applicable to each disease pathology or injury Icons are used throughout the book to quickly direct the user to specific content areas Contains blank note pages for customization Children represent a special challenge for emergency care providers, because they have unique medical needs in comparison to adults. For decades, policy makers and providers have recognized the special needs of children, but the system has been slow to develop an adequate response to their needs. This is in part due to inadequacies within the broader emergency care system. Emergency Care for Children examines the challenges associated with the provision of emergency services to children and families and evaluates progress since the publication of the Institute of Medicine report Emergency Medical Services for Children (1993), the first comprehensive look at pediatric emergency care in the United States. This new book offers an analysis of: • The role of pediatric emergency services as an integrated component of the overall health system. • System-wide pediatric emergency care planning, preparedness, coordination, and funding. • Pediatric training in professional education. • Research in

pediatric emergency care. *Emergency Care for Children* is one of three books in the *Future of Emergency Care* series. This book will be of particular interest to emergency health care providers, professional organizations, and policy makers looking to address the pediatric deficiencies within their emergency care systems. The new edition upholds the premise that knowledge about research process and design is mandatory in today's health care arena, and that all nurses and midwives need to understand research findings and their implication for changing practice. It is completely revised with many new chapters. The text has been restructured into three sections. Section 1 *Research Awareness* sets the scene for the importance of nursing and midwifery research and provides an overview of research theory and practice as processes. Chapters on searching for and reviewing the literature provide detailed advice for undergraduates and facilitate access to research articles online. One of the new chapters discusses ethical issues in Australia and New Zealand. Section 2 *Appreciation and Application* provides a detailed discussion of qualitative, quantitative and mixed methods research approaches with many useful examples from the clinical area. Section 3 *Conducting primary research* is new and is designed to accommodate both undergraduate and postgraduate students in their research effort. Writing research proposals may be a requirement for undergraduates in their research program and postgraduates will find the information useful for undertaking a higher degree or applying for university or external funding. This final Section is also useful as a guide on disseminating and publishing conducted research findings. Combined Australian and New Zealand editorship ensures greater trans-Tasman coverage, awareness and relevance. Contributions from international luminaries are balanced by a heightened focus on research conducted within Australia and New Zealand. New edition conscientiously recognises midwifery research as related to but independent from nursing. The research process-driven approach is directed towards 'consumers' of research, and the comprehensive coverage extends from undergraduate through to a postgraduate level of knowledge. Expanded pedagogy includes Key Terms and Learning Outcomes at the beginning of each chapter; Icons throughout that direct readers to web-based material; Evidence-based Tips, Research in Brief boxes and Points to Ponder for constant reinforcement that links evidence to practice. Integrated Tutorial Triggers with suggested answers provided and Multiple Choice Questions enable students to assess their understanding of key points. Evolve Website provides True/False questions and access to journal articles cited in the text, with additional reflective questions. Australian adaptation of *Nursing Research: Lobiondo-Wood & Haber* The present volume is devoted to the study of language use in translated texts as a function of various linguistic, contextual and cognitive factors. It contributes to the recent trend in empirical translation studies towards more methodological sophistication, including mixed methodology designs and multivariate statistical analyses, ultimately leading to a more accurate understanding of language use in translations. This unique text serves as the foundation for pediatric emergency nursing practice and also addresses pediatric trauma care. This reference has been updated and expanded to include current information in the field of emergency nursing care of children. Each chapter provides a comprehensive approach to nursing care of the child and family, organized within the nursing process framework. Extensive use of tables and illustrations should enhance the reader's understanding of disease processes, mechanisms of injury and nursing interventions. Appendices include teaching instructions for parents for select injuries and illnesses, normal paediatric laboratory values, growth charts and recommended immunization schedules. "This is a book designed for real emergency department (ED) nurses by a real ED nurse. It is a quick reference book intended to aid your day-to-day ED orientation process with your preceptor and to guide you through the most common illnesses seen in the ED"-- 50-question pretest to assess core knowledge, with rationales referenced to *ASTNA Patient Transport: Principles and Practice, 5th Edition*. Study and test-taking tips for success. 200-question review, with rationales referenced to *ASTNA Patient Transport: Principles and Practice, 5th Edition*. "Concise "Key Points" to summarize testable content. *PMP® Exam: Practice Test and Study Guide, Ninth Edition* uses self-study to help readers increase their chances of passing the PMP certification exam the first time. This spiral-bound edition includes 40 multiple-choice practice questions in each of the ten knowledge areas and in the professional and social responsibilities domain. It presents a 200-question practice test that simulates the actual PMP exam, fully referenced answers keyed to the five project management process groups, and a study matrix to help readers key in on areas that require further study. *Review Guides/Certification Prep/Pocket Guides* A synthesis of theoretical and practical research on combinatorial auctions from the perspectives of economics, operations research, and computer science. With a foreword by Vernon L. Smith,

recipient of the 2002 Nobel Prize in Economics. The study of combinatorial auctions—auctions in which bidders can bid on combinations of items or "packages"—draws on the disciplines of economics, operations research, and computer science. This landmark collection integrates these three perspectives, offering a state-of-the-art survey of developments in combinatorial auction theory and practice by leaders in the field. Combinatorial auctions (CAs), by allowing bidders to express their preferences more fully, can lead to improved economic efficiency and greater auction revenues. However, challenges arise in both design and implementation. *Combinatorial Auctions* addresses each of these challenges. After describing and analyzing various CA mechanisms, the book addresses bidding languages and questions of efficiency. Possible strategies for solving the computationally intractable problem of how to compute the objective-maximizing allocation (known as the winner determination problem) are considered, as are questions of how to test alternative algorithms. The book discusses five important applications of CAs: spectrum auctions, airport takeoff and landing slots, procurement of freight transportation services, the London bus routes market, and industrial procurement. This unique collection makes recent work in CAs available to a broad audience of researchers and practitioners. The integration of work from the three disciplines underlying CAs, using a common language throughout, serves to advance the field in theory and practice. The Open Access version of this book, available at <https://www.taylorfrancis.com/books/e/9781351049139>, has been made available under a Creative Commons Attribution-Non Commercial-No Derivatives 4.0 license. This volume offers an exhaustive look at the latest research on metacognition in language learning and teaching. While other works have explored certain notions of metacognition in language learning and teaching, this book, divided into theoretical and empirical chapters, looks at metacognition from a variety of perspectives, including metalinguistic and multilingual awareness, and language learning and teaching in L2 and L3 settings, and explores a range of studies from around the world. This allows the volume to highlight a diverse set of methodological approaches, including blogging, screen recording software, automatic translation programs, language corpora, classroom interventions, and interviews, and subsequently, to demonstrate the value of metacognition research and how insights from such findings can contribute to a greater understanding of language learning and language teaching processes more generally. This innovative collection is an essential resource for students and scholars in language teaching pedagogy, and applied linguistics. This textbook provides students with real-world social marketing case studies from different countries and regions around the world, taking learners from classroom theory to practice. The primary objective is to clearly portray to students distinct, identifiable steps that are essential for successful social marketing campaigns. Core social marketing practices are applied to each case to help students master social marketing principles and apply them to their own real world social marketing activities in order to affect positive social change. This textbook first provides the tools necessary to understand the effective application of social marketing, and then offers 24 case studies exemplifying effective social marketing efforts from all around the world. Specifically, Part I clearly and concisely explains the principles of social marketing in five chapters: • Upstream vs. downstream social marketing, SWOT, competition • Fundamentals of social marketing, ethics • Formative and Evaluative Research • Theories applied in social marketing • A historical perspective on social marketing Part II features 24 social marketing case studies that demonstrate the application of social marketing principles. All 24 cases follow a consistent structure that includes: • Background • Positioning • SWOT • Research • Objectives • The 4 P's • Target audience • Evaluation • Barriers and benefits • Discussion • Competition This format allows for students and professors to easily and effectively select individual cases and compare between cases. This textbook also allows instructors to encourage critical thinking by having students compare and contrast not only the cases themselves, but the applications used. In addition, teaching guides with answers to discussion questions, suggestions for activities inside and outside of the classroom and further readings are available to assist professors in teaching from this book.

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