



Changeology: How to Enable Groups, Communities and Societies to Do Things They've Never Done Before

By Les Robinson

Green Books. Paperback. Book Condition: new. BRAND NEW, Changeology: How to Enable Groups, Communities and Societies to Do Things They've Never Done Before, Les Robinson, Changeology is about influencing the behaviour of human beings for the better. The book is relevant to change projects both large and small, and in almost any area of activity, but with an emphasis on key topics such as climate change, poverty, obesity, AIDS, tobacco and drug use. It is aimed at a worldwide audience of professionals and individuals who are acting to make change in their corporations, cities and neighbourhoods, as well as in their own lives. The pressing issues of today clamour for solutions, yet to a surprising degree past and present efforts to effect social change have been based on little more than hunches. This book dispels many of the myths that prevent social change projects from succeeding, and replaces them with the best of what we know from social and motivational psychology and lessons from projects that have worked. Changeology simplifies a vast body of theory and practice into six principles: buzz, hope, enabling environments, sticky solutions, 'can do' and the right inviter. These are explained with fascinating reallife stories and...



Reviews

This book will never be straightforward to start on reading through but quite enjoyable to learn. Better then never, though i am quite late in start reading this one. Your lifestyle span will probably be convert once you complete reading this publication.

-- Dr. Kadin Hane DVM

This publication may be worth purchasing. it was actually writtern quite flawlessly and valuable. I am just happy to tell you that this is actually the very best book i actually have study inside my personal life and can be he best ebook for actually.

-- Frank Nienow

Other Books



Owl Notebook: Owl Gifts / Presents [Small Ruled Writing Journals / Notebooks with Mom Baby Owls]

Createspace, United States, 2015. Paperback. Book Condition: New. 203 x 127 mm. Language: English . Brand New Book ***** Print on Demand *****.Owl Gifts - Plain Ruled Softback Notebook [.50 / 3.59] A handy smART bookx notebook for owl lovers everywhere. Great...



Dolphins and Porpoises Children Picture Book: Educational Information Differences about Dolphins Porpoises for Kids!

Createspace, United States, 2013. Paperback. Book Condition: New. 279 x 216 mm. Language: English . Brand New Book ***** Print on Demand *****.Rated 5 Stars - It s a fun, enlightening and instructive adventure into our oceans! Dolphins and Porpoises Children Picture...



Santa s Big Adventure: Christmas Stories, Christmas Jokes, Games, Activities, and a Christmas Coloring Book!

Createspace Independent Publishing Platform, United States, 2015. Paperback. Book Condition: New. 279 x 216 mm. Language: English . Brand New Book ***** Print on Demand ******. Christmas Stories, Fun Activities, Games, Christmas Jokes, Coloring Book, and More! Every year we make our wishlists and...



Klara the Cow Who Knows How to Bow (Fun Rhyming Picture Book/Bedtime Story with Farm Animals about Friendships, Being Special and Loved. Ages 2-8) (Friendship Series Book 1)

Createspace, United States, 2015. Paperback. Book Condition: New. Apoorva Dingar (illustrator). Large Print. 214 x 149 mm. Language: English. Brand New Book ***** Print on Demand *****. Klara is a little different from the other cows, because she has a very special...



Dont Line Their Pockets With Gold Line Your Own A Small How To Book on Living Large

Madelyn D R Books. Paperback. Book Condition: New. Paperback. 106 pages. Dimensions: 9.0in. x 6.0in. x 0.3in.This book is about my cousin, Billy a guy who taught me a lot over the years and who can teach you a lot. Everyone who...



Games with Books: 28 of the Best Childrens Books and How to Use Them to Help Your Child Learn - From Preschool to Third Grade

Book Condition: Brand New. Book Condition: Brand New.