

Hot Button Marketing Push The Emotional Buttons That Get People To Buy

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a family psychologist offers parents clear and simple techniques for disarming the strategies kids use to manipulate them every parent knows that children quickly learn how to push their buttons now this invaluable and insightful book written by a prominent clinical psychologist identifies the specific ways kids manipulate their parents and how to stop each tactic these uncannily sophisticated and undermining strategies include emotional blackmail shutting down negotiation protest playing the victim dividing the parents filled with informative and practical advice this insightful guide is designed to help parents restore harmony discipline and healthy relationships and put an end to selfish manipulative behavior for good

the emotionally fit mind frames mental fitness as an emotional strength game with emotional agility drills boundary tools and communication frameworks it helps you train your emotional muscles for modern life like going to the gym but for your inner world

as the second volume of a two volume set on chinese art theory this book introduces the typology of chinese art and expands on the aesthetic and artistic theories of chinese traditional art the first part of this volume introduces representative genres of chinese traditional art including literary works painting and calligraphy it covers scholar artist art folk art palace art and religious art at various levels and dimensions the book demonstrates how chinese traditional art uniquely embodies the nation s aesthetic sensibility while reflecting its distinctive national traits in both creation and appreciation the second part distills these theories to identify the fundamental principles and aesthetic characteristics that best represent the artistic spirit of chinese tradition throughout this book illustrates how traditional chinese art reflects the cultural mindset and aesthetic consciousness of its people this book is a valuable read for students and scholars of art studies especially chinese art theory and history it will also appeal to anyone interested in the philosophical and aesthetic foundations of chinese traditional art

introduces integral psychotherapy to scholars practicing psychotherapists and general readers

the ability to generate sources of revenue continues to be the most important skill for individuals working in the sport industry sales and revenue generation in sport business with hkpropel access provides a comprehensive overview of the many ways in which sport organizations generate revenues and it teaches students the practical concepts they will need for success going beyond theoretical concepts of sales and sales management the authors present an applied approach to revenue generation in sport the pro method of sales prospect probe provide propose protect students will learn how this proven five step process for generating revenue is applicable across all avenues in sport business including ticket sales broadcasting and media revenue sponsorships corporate giving and foundation revenue fundraising and development grant writing concessions merchandising and social media the text covers how this sales strategy can be applied across the broad industry of sport from professional sport and intercollegiate and interscholastic athletics to amateur sport and organizations in recreational settings equipping students for meaningful careers with longer lasting success within any segment of the sport industry they enter throughout the text themed sidebars provide examples of industry best practices and successful sales strategies case studies in each chapter plus discussion questions enhance the learning experience plus related online learning activities delivered through hkpropel offer practical interactive scenarios that will better prepare students to enter the sport industry organized by function of revenue generation each section offers a video an interactive scenario activity that can be assigned by instructors and sales script templates that may be downloaded and edited for a specific application sales and revenue generation in sport business is designed to give students the practical knowledge they need to understand the sales process and how to successfully apply the pro method of sales armed with this foundational knowledge they will be better prepared to begin and succeed in a career

in sport business note a code for accessing hkpropel is not included with this ebook but may be purchased separately

motivation provides an accessible introduction to motivation and emotion combining classic studies with current research and uses numerous real world examples to engage the student and make often difficult theoretical concepts come to life by understanding and applying the principles of motivation described in the text students will not only discover insights into what motivates their own behavior but also how to instigate self change through goal setting throughout the book the author adopts an evolutionary approach to explore the effect of interpersonal relationships food preferences fear music and the emotions on motivation at the same time considering how personality traits and psychological needs are essential for understanding why people are motivated by different things the motivation of compulsive behavior from addictions such as drugs gambling internet gaming and obsessive exercise is also considered providing a truly comprehensive overview of biological psychological and environmental sources of motivation the sixth edition has been thoroughly updated throughout and is accompanied by an instructor s manual that contains multiple choice questions essay questions with answers websites related to motivation and emotion power point slides in class activities and discussion questions it is an essential read for all students of motivation

this book reports on theoretical and experimental research answering key questions in neuroscience philosophy of mind and cognitive research it gives a special emphasis on findings achieved within the territory of the former u s s r which has remained largely unknown to an international readership the volume gathers authoritative studies on cognitive development consciousness attention and perception it covers research on eye movements language speech and semantics emotion as well as brain functional states and a variety of decision making processes it also highlights important advances in cognitive robotics and artificial intelligence discussing brain computer interfaces and other practically relevant technologies it includes studies on human subjects in both healthy and disease conditions and investigations on the molecular mechanisms of cognition in animal models chapters are based on invited lectures and peer reviewed contributions to the 9th international conference on cognitive sciences intercognsci 2020 held on october 10 16 2020 in moscow the conference was organized by the interregional association of cognitive studies with the participation of the pavlov society for neurophysiology and higher nervous activity and supported by the russian academy of sciences the russian foundation for basic research and a number of the north eastern european research institutions all in all this book provides cognitive scientists around the world with a timely snapshot of interdisciplinary research and cutting edge models and a major source of inspiration for future collaborations in the areas of artificial intelligence and cognitive neuroscience

alarmed at the high number of unmotivated burned out youngsters seeking her psychiatric treatment dr guthrie offers this fresh and provocative look at the hot topic of overextended kids why pressure cooker parenting can be counterproductive and how parents can buck the trend and find a healthy balance

these papers are intended to update and deepen our understanding of the emotional life of animals the role of emotional communication in human development and the emotional underpinnings of normal and pathological social behaviour they are taken from a new york academy of sciences conference

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