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**This book includes many new,**

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enhanced features and content. Overall, the text integrates two success stories of practicing instructional designers with a focus on the process of instructional design. The text includes stories of a

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relatively new designer and another with eight to ten years of experience, weaving their scenarios into the chapter narrative.

Throughout the book, there are updated citations, content, and information, as

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well as more discussions on learning styles, examples of cognitive procedure, and explanations on sequencing from cognitive load theory. What is innovation and how should it be measured? Understanding the scale of

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*This book provides an overview*

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*of the theory, practice and context of entrepreneurship and innovation at both the industry and firm level. It provides a foundation of ideas and understandings designed to shape the reader's thinking and behaviour to better appreciate*



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*the role of innovation and entrepreneurship in modern economies, and to recognise their own abilities in this regard. The book is aimed at students studying advanced levels of entrepreneurship, innovation and related fields as well as*

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*innovation: how it can benefit both users and manufacturers and how its emergence will bring changes in business models and in public policy. Innovation is rapidly becoming democratized. Users, aided by improvements in computer and communications*

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*technology, increasingly can develop their own new products and services. These innovating users—both individuals and firms—often freely share their innovations with others, creating user-innovation communities and a rich intellectual commons. In*

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*users to reveal their innovations freely for the use of all. The trend toward democratized innovation can be seen in software and information products—most notably in the free and open-source software movement—but also in physical products. Von*

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*Hippel's many examples of user innovation in action range from surgical equipment to surfboards to software security features. He shows that product and service development is concentrated among "lead users," who are ahead on marketplace trends and*



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*whose innovations are often commercially attractive. Von Hippel argues that manufacturers should redesign their innovation processes and that they should systematically seek out innovations developed by users. He points to*

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*businesses—the custom semiconductor industry is one example—that have learned to assist user-innovators by providing them with toolkits for developing new products. User innovation has a positive impact on social welfare, and von Hippel*

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*proposes that government policies, including R&D subsidies and tax credits, should be realigned to eliminate biases against it. The goal of a democratized user-centered innovation system, says von Hippel, is well worth striving for.*

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*of single chapters or the entire book. David Wild is a healthcare industry veteran, with experience in biotechnology, pharmaceuticals, medical devices and immunodiagnostics, which remains his passion. He worked for Amersham, Eastman-Kodak,*

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properly harnessed, can help defeat the plague of the 21st century' - Neil McKee, Senior Technical Advisor for HIV//AIDS and Adolescent Health, Johns Hopkins University `This



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book is an important contribution to AIDS education globally. The rich and diverse cases analyze, humanize and contextualize the continuum of HIV//AIDS

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a matter of global  
concern. The world is now  
more than 20 years into  
the HIV//AIDS crisis with

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no vaccine in sight, and relatively few effective and sustainable prevention programs. Although the rate of HIV infection and AIDS deaths has declined in the richer nations of

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the developed world,  
infection rates are  
soaring in developing  
countries. AIDS is now the  
leading cause of death in  
Africa, and the fourth  
leading cause of death

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globally. The purpose of  
this book is to synthesize  
critical lessons about  
effective HIV//AIDS  
prevention programmes,  
with a major emphasis on  
communication strategies.

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The authors feel that despite the growing AIDS crisis, the world is making poor use of behaviour change and communication strategies for HIV//AIDS prevention.

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To begin with, the role of communication strategies in HIV prevention, care and support has been grossly underestimated. Prevention is shortchanged, despite the

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fact that no cure for AIDS has been found, and the cost of anti-retroviral therapy is out of reach for most who need it. Many communication strategies are culturally

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inappropriate, so they may offend public sensitivities, which is easy to do when dealing with a sensitive topic that involves sex, stigma and death. Combating AIDS:



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Communication Strategies in  
Action focuses on  
communication strategies  
that could mobilize  
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high-risk groups, and  
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authors have also described and analyzed the value of entertainment-education strategy in HIV prevention and care, highlighting the use of popular, long-running

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television and radio soap operas to engage audiences emotionally and create a forum for public debate and discussion. Focusing on the work being carried out by the individuals and

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Between the 18th and 19th  
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can inspire the knowledge and commitment to transform an organization. Hewlett-Packard is among a growing number of companies in the United States exploring what is called sociotechnical systems (STS) redesign.

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As competitive pressures have grown, interest in STS has increased because it has the potential to catalyze comprehensive organizational change and avoid the pitfalls of a piecemeal or small-scale approach. STS works from the ground up, involving front-

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line employees in analysis and redesign of the entire organization and in explicit examination of an organization's culture. In Hewlett-Packard's California Personal Computer Division, production operators worked alongside managers

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to redesign their printed circuit assembly line into self-managing teams of employees. In the Santa Clara Division, a very different workforce of engineers, initially unwilling to standardize their creativity, had to develop commercial

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applications and become more responsive to customers in order to survive. On the basis of Hewlett-Packard's success, Zell concludes that, with top-level support and a high investment of resources at the outset, redesign can inspire relatively rapid



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change, especially suitable for organizations in fast-paced environments. As one H-P manager commented, "Empowerment is no longer a nice thing to do. It is now a business imperative."

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diverse market situations. Having provided some support for the theory, the author demonstrates how it can be usefully applied by indicating which management techniques are relevant to new product management and which are not. The author suggests

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certain systematic procedures by which an organisation can radically improve both its short and long run chances of launching successful new products.

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***at the University of New Mexico, explains how new ideas spread via communication channels over time. Such innovations are initially perceived as uncertain and even risky. To***



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***overcome this uncertainty,  
most people seek out others  
like themselves who have  
already adopted the new  
idea. Thus the diffusion  
process consists of a few  
individuals who first adopt***

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years or so, diffusion research has grown to be widely recognized, applied and admired, but it has also been subjected to both constructive and destructive criticism.



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This criticism is due in large part to the stereotyped and limited ways in which many diffusion scholars have defined the scope and method of their field of

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reach a mutual understanding, more accurately describes diffusion in most cases than the linear model. Rogers provides an entirely new set of case

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