

Behaviour Change for Sustainability (Hardback)

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Reviews

It is an awesome book that we have possibly go through. It is actually writter in straightforward words and phrases and not confusing. It is extremely difficult to leave it before concluding, once you begin to read the book. (Tierra Kunde)

BEHAVIOUR CHANGE FOR SUSTAINABILITY (HARDBACK)



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Do Sustainability, United Kingdom, 2014. Hardback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. Behaviour Change for Sustainability is a compilation of three bestselling DoShorts that gathers together, in one place, a variety of effective tools and techniques for encouraging a lasting shift to sustainable behaviors in business and society. Promoting Sustainable Behaviour offers the definitive guide to building a sustainable behavior campaign that works. By summarizing what really works and pulling out the most important messages from the evidence base, this book contains all the tools you need to maximize the success of your sustainable behavior initiative -- in households, when commuting, in the workplace and beyond. Green Jujitsu outlines the smart way to embed sustainability within the culture of any organization, by working with employees strengths and interests. Gareth Kane points out the hallmarks of unsuccessful approaches to cultural change, which are often confused, unimaginative or confrontational. He puts forward an alternative framework designed to play to people s strengths and interests and genuinely engage them in problem-solving. Gamification is fast emerging as a user engagement and behavior change tool that succeeds where other tactics and strategies have failed. How Gamification Can Help Your Business Engage in Sustainability contains all the information businesses and other organizations need to make an informed decision about whether to adopt gamification as part of their own business and sustainability strategies -- and the tools to get started.

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