

Advanced Communication Skills For Organisational Success

Skills in Business ICICKM 2019 16th International Conference on Intellectual Capital Knowledge Management & Organisational Learning Application Management Communication for Business and the Professions: Strategies and Skills Ultimate Basic Business Skills 22nd European Conference on e-Learning Business Analysis Quick Start Guide Innovation-Driven Business and Sustainability in the Tropics Business, Entrepreneurship and Innovation Toward Poverty Reduction The Financial Times Guide to Business Training Business, Finance, and Government Administration EDUCATIONAL ADMINISTRATION AND MANAGEMENT Organizational Behavior Doctorates Downunder Demystifying Organizational Learning Resources in Education Eurasian Business and Economics Perspectives Procurement Strategies The Business Approach to Training Corporate Governance Small Business Management Series Personal Management: A Guide to Self-Discipline, Success, and Fulfillment Innovation and Entrepreneurship British Business History, 1720-1994 Starting a Business for Dummies Promising Practices for Strengthening the Regional STEM Workforce Development Ecosystem Does Higher Education Teach Students to Think Critically? Integrated Business and Technical Communication'2001 \$\$\$ the Entrepreneur's Guide to Start, Grow, and Manage A Profitable Business Corporate Security in the 21st Century Educational Innovation in Economics and Business V Innovations in Smart Cities Applications Volume 8 Handbook of Simulator-Based Training Franchise Opportunities Handbook The Wiley Blackwell Handbook of the Psychology of Training, Development, and Performance Improvement Learning to learn: Reflecting backward, reflecting forward Human Resources in Organisations Business Research Methods Leadership Managing Infodemics in the 21st Century Johnny Sung John Dumay Great Britain. Office of Government Commerce Judith Dwyer Christee Gabour Atwood Shawren Singh DeEtta Jennings-Balthazar Emiel L. Eijdenberg Steven Si Tom Bird Celia W. Seupel MEHTA, DEEPA Christopher P. Neck Carey Denholm Raanan Lipshitz Mehmet Huseyin Bilgin Derek Walker Teresa Williams Tom Wixley Aditya Pratap Bhuyan Martha Corrales-Estrada J. F. Wilson Colin Barrow National Academies of Sciences, Engineering, and Medicine OECD E. Abulencia Daniel R. Hogan Kevin Walby Lex Borghans Mohamed Ben Ahmed Eric Farmer Kurt Kraiger The Open University John Leopold Sheila Cameron Peter G. Northouse Tina D. Purnat

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in Economics and Business V Innovations in Smart Cities Applications Volume 8 Handbook of Simulator-Based Training Franchise Opportunities Handbook The Wiley Blackwell Handbook of the Psychology of Training, Development, and Performance Improvement Learning to learn: Reflecting backward, reflecting forward Human Resources in Organisations Business Research Methods Leadership Managing Infodemics in the 21st Century *Johnny Sung John Dumay Great Britain. Office of Government Commerce Judith Dwyer Christee Gabour Atwood Shawren Singh DeEtta Jennings-Balthazar Emiel L. Eijdenberg Steven Si Tom Bird Celia W. Seupel MEHTA, DEEPA Christopher P. Neck Carey Denholm Raanan Lipshitz Mehmet Huseyin Bilgin Derek Walker Teresa Williams Tom Wixley Aditya Pratap Bhuyan Martha Corrales-Estrada J. F. Wilson Colin Barrow National Academies of Sciences, Engineering, and Medicine OECD E. Abulencia Daniel R. Hogan Kevin Walby Lex Borghans Mohamed Ben Ahmed Eric Farmer Kurt Kraiger The Open University John Leopold Sheila Cameron Peter G. Northouse Tina D. Purnat*

johnny sung and david ashton are two of the leading scholars in the area of skills this book combines challenging theories with cutting edge research in a way that should bring skills to life for students i strongly recommend it for anyone researching or studying in this area irena grugulis leeds university business school a much needed contribution to the complex debate of how skills can best be utilised to enhance company performance with particular emphasis on an innovative sectoral approach it is a model of clarity in its presentation of the authors conceptual models using a historical narrative as well as comparative case studies in both the uk and singapore bert clough leeds university business school public skills policy in most market economies in the last forty years made one repeated error time and again we seem to be unable to learn from those mistakes consistently public policies view a wide range of economic and social issues e g low productivity low skilled jobs low wage inequality and in work poverty as the consequence of skills deficits and a lack of qualifications held by individual workers whilst mis diagnosing the source of the problems and failing to deliver any effective change public skills policies continue with a policy prescription of more skills and more degrees if we have not solved the problems with this decade old approach why should the same medicine work this time this book examines the role of public skills policy from a completely different perspective it starts by challenging the lack of a systematic analysis of the link between skills utilisation and business strategy and provides a new model for fresh thinking the book extends this theoretical analysis to examine the implications for the sectoral approach to skills development as a more effective form of public skills policy david n ashton is emeritus professor at the university of leicester and honorary professor at cardiff university johnny sung is at the institute for adult learning singapore workforce development agency singapore

addresses the complex subject of managing applications from the initial business need through the application management lifecycle up to and including retirement page 3

the comprehensive how to guide to preparing students for the demands they ll face on the job dwyer thoroughly addresses the new media skills that employees are expected to have in today s business environment now titled communication for business and the professions strategies and skills the fifth edition presents these technologies in the context of proven communication strategies and essential business english skills with new and updated content on social media and technology dwyer provides comprehensive coverage of communication strategies and skills by linking theory and research with practical skills and examples dwyer believes in expanding our knowledge of what we can do to interact effectively and provides us with working models to practise and refine how well we do it this edition continues to provide a solid background in communication stimulate critical thinking and promote active learning through a

variety of features and activities

having a copy of ultimate basic business skills training on your bookshelf is like having an on call business training department this book offers ready to present programs on the most critical frontline business skills every member of your organization needs too often training in these basic business areas is ignored in favor of more pressing product or service training ultimate basics business skills offers learning professionals everything needed to quickly deploy this valuable training lively scripted half day programs in more than 20 individual topic areas cover external and internal customer service skills project management help in projecting a professional image and working in a team environment and much more the book uses the familiar structure of the trainer s workshop series to guide the training sessions and includes all handouts worksheets assessments and powerpoint slides to allow users to quickly create training targeted specifically for their intended audience all programs offer enough additional material to allow expanding the program length to suit training needs users can easily blend mix and match formats and contents to create just the program your organization needs

these proceedings represent the work of contributors to the 22nd european conference on e learning ecel 2023 hosted by university of south africa pretoria south africa on 26 27 october 2023 the conference co chairs associate professor sarah jane johnston and associate professor shawren singh both from university of south africa pretoria south africa ecel is now a well established event on the academic research calendar and now in its 22nd year the key aim remains the opportunity for participants to share ideas and meet the people who hold them the scope of papers will ensure an interesting two days the subjects covered illustrate the wide range of topics that fall into this important and ever growing area of research it is especially relevant that the conference is being hosted by unisa this year as the university celebrates its 150th anniversary unisa has been a pioneer in first distance and now e learning the conference will also host the final round of the 9th e learning excellence awards where innovate case histories will be presented the opening keynote presentation is given by professor thenjiwe meyiwa vice principal for the research postgraduate studies innovation and commercialisation at university of south africa who will speak on the role of african feminisms in shaping a sustainable future of being and learning an afternoon keynote on thursday will be made by dr zolile martin mguda university of south africa on the topic of chatgpt the first year the second day of the conference will open with an address by dr isabel tarling md limina south africa with the title developing digital standards for learning and teaching in south africa s schools with an initial submission of 100 abstracts after the double blind peer review process there are 45 academic research papers 3 phd research papers and 1 masters research paper published in these conference proceedings these papers represent research from belgium canada chile czech republic france germany ghana greece hong kong ireland japan malaysia mozambique norway oman peru poland portugal romania singapore south africa sri lanka sweden switzerland turkey and the united kingdom

this quick start guide is the first published book of the e analyst redbook series the book starts with describing the role of the business analyst it is broken down into the various phases of the software development life cycle and walks you through conducting interviews gathering requirements documenting requirements and communicating stakeholders and with each member of the project team

the edited volume presents the conference proceedings from the sustainability economics innovation globalisation and operational psychology conference 2023 seigop 2023 organized by the centre for international trade and business in asia citba at james cook university singapore this edited volume places the highly dynamic but also jeopardized climatological geographical region of the tropics

centre stage the region is developing rapidly with significant progress being made through the development of innovative technologies the tropics represent a region in which people live amid the greatest level of biodiversity anywhere on the planet nonetheless propelled by rapid population growth the tropics is a region on the rise with higher living standards and increased levels of international trade and investment densely populated emerging countries like india indonesia and nigeria will be among the largest economies of the world by the end of the century these upward socioeconomic trends are compromised by the impact of climate change on the tropics biodiversity such developments have forced policymakers businesses and local communities to search for more sustainable and creative ways to live and work for these reasons this edited volume presents theory driven conceptual qualitative quantitative and mixed methods studies on the impact of innovation driven businesses on the complex interplay of socio cultural economic and environmental factors in the tropics

ways in which poverty can be reduced in both countries and regions through business entrepreneurship and government has been a hot issue for researchers and policymakers in recent years governments can play an important role in helping the poor people by non profit organizations and others that help to seed business among the poor businesses increasingly also see the large number of people in severe poverty not only as an issue for social concern but also as a potentially large untapped market of consumers for goods and services some scholars have called for poverty reduction through entrepreneurship owing to the fact that it can be an efficient path to also change the poor s attitudes and behaviours from a passive mode to a more active mode towards poverty reduction economically and socially in addition the sharing economy brings opportunities where everyone is a micro entrepreneur there is a recognition that these types of entrepreneurship above could offer the greatest single potential means to move individuals out of poverty in the nations and regions in the next 5 10 years this book provides new and valuable analyses of poverty and business entrepreneurship and innovation in current nations and regions including developing and developed countries as business entrepreneurship and innovation can help to generate greater business activity in settings of severe poverty they will help to solve poverty as individuals in severe poverty are able to both generate greater incomes and accumulate greater assets as they participate with large firms in those activities the chapters in this book were originally published as a special issue of the entrepreneurship regional development

everything you need to know to become a first class business trainer from working out how people learn to finding out if you can be a trainer through to showing you the tools and models that will allow you to be a successful educator and teacher the financial times guide to business training shows you how to develop design and deliver outstanding business training written by two of the uk s leading business trainers and based on extensive research into what the best trainers say and do this book is a single reference for anyone involved in business training whether you are newly qualified or experienced a freelance trainer or already embedded in learning and development departments provides a comprehensive resource of ideas tools and approaches will help you improve the quality of all aspects of your training needs including analysis planning and delivery reveals the secrets of outstanding business training so that you can improve your reputation and results answers commonly asked questions offers support on your training journey via ftguidetobusinesstraining.com

based on the premise that four years of higher education may not be the right choice for all high school graduates top careers in two years business finance and government administration provides helpful information on careers in the business

management today is not a new concept instead it is something that touches every aspect of modern life with this premise this book on educational administration and management provides a comprehensive coverage of all concepts of educational management for teacher

training courses be it planning strategizing or human and material resource supervision to implement structures to execute an effective education system it serves as a sound base to understand and command all managerial and administrative aspects of educational organizations it covers the updated knowledge base on participative management change management tqm decision making leadership supervision planning organizational climate organizational development educational finance and other important issues related to educational management the book is written in simple and lucid style using figures and tables wherever necessary chapter end questions and mcqs are provided for self assessment list of abbreviations is given for clear understanding of the terms target audience the book is primarily suitable for the paper educational administration and management of b ed students it is also useful for ba education m ed ma education for their various papers dealing with indian education structure education in indian constitution educational organizations agencies in india and indian educational administration those preparing for net jrf and higher education services commission of various states can also make use of it

why does organizational behavior matter isn't it just common sense organizational behavior a skill building approach helps students answer this question by providing insight into ob concepts and processes through an interactive skill building approach translating the latest research into practical applications authors christopher p neck jeffery d houghton and emma l murray unpack how managers can develop essential skills to unleash the potential of their employees the text examines how individual characteristics group dynamics and organizational factors affect performance motivation and job satisfaction providing students with a holistic understanding of ob packed with critical thinking opportunities experiential exercises and self assessments the new second edition provides students with a fun hands on introduction to the fascinating world of ob this title is accompanied by a complete teaching and learning package

undertaking a doctorate is a unique experience it is creative challenging emotionally and intellectually demanding and should be immensely rewarding with 30 chapters written by experienced academics recent graduates and current candidates from across australia and new zealand doctorates downunder second edition is designed to prepare research candidates for the journey ahead and guide them throughout their doctoral program updating and expanding on the first edition whilst maintaining key features and benefits doctorates downunder second edition focuses on integral aspects of doctoral study providing theoretically sound frameworks for research and highly practical ideas and advice

this book presents a solid research based conceptual framework that demystifies organizational learning and bridges the gap between theory and practice using an integrative approach authors raanan lipshitz victor friedman and micha popper provide practitioners and researchers with tools for understanding organizational learning under real world conditions

ebes conferences have been intellectual hub for academic discussion in economics finance and business fields and provide network opportunities for participants to make long lasting academic cooperation this is the 21st issue of the eurasian studies in business and economics ebes s official proceeding series which includes selected papers from the 34rd ebes conference athens due to the covid 19 the conference presentation mode has been switched to online virtual presentation only in the conference 148 papers by 296 colleagues from 40 countries were presented both theoretical and empirical papers in this volume cover diverse areas of business economics and finance from many different regions therefore it provides a great opportunity to colleagues professionals and students to catch up with the most recent studies in different fields and empirical findings on many countries and regions

construction has been an industry characterised by disputes fierce competitiveness and fragmentation all major obstacles to development now however a relationship based approach to project procurement through partnering and alliancing aims to bring about a fundamental change this book addresses the critical relationship issues for a more collaborative and sustainable construction industry it looks at how project procurement and project alliancing partner selection works and how risk and crisis resolution are managed it provides readers with guidance and models on how to put a relationship based approach to procurement into practice drawing on specific prototypes from an actual successful project that can be adapted

this book explains the main ideas governing finance strategy and marketing by relating concepts like business planning cash flow breakeven analysis pay back swot analysis and the marketing mix to the training process it removes some of the mystery that surrounds them

corporate governance fourth edition continues to inform on all aspects of corporate governance while keeping readers up to date with the latest developments it is now established as the leading south african work on the subject the past five years since publication of the third edition has seen a number of changes in the application of corporate governance in south africa and beyond locally we have seen the application of the 2008 companies act and in the united kingdom a new corporate governance code has been introduced significant developments have taken place in the area of corporate reporting via the appearance of an international integrated reporting framework widening the scope of the traditional annual report the fourth edition deals with these changes key additions are chapters on types of entities and a comparison of local and international practice corporate governance was first published in 2002 shortly after the publication of the original king report to help explain the need for corporate governance in the private and public sectors and to provide south african executives and professionals with a practical framework to establish governance systems and practices in their own organisations

in today's fast paced and competitive world mastering personal management is the key to success personal management a guide to self discipline success and fulfillment is a comprehensive resource designed to help individuals take control of their lives develop essential life skills and achieve long term personal and professional growth this book covers a wide range of topics including time management self discipline financial literacy emotional intelligence networking leadership and work life balance each chapter provides practical strategies actionable tips and real life examples to help readers cultivate habits that lead to efficiency confidence and fulfillment whether you're struggling with productivity decision making or maintaining a healthy lifestyle this book offers step by step guidance to improve all aspects of your personal and professional life key highlights of the book include time management discipline learn to prioritize tasks eliminate procrastination and stay organized financial management smart spending master budgeting saving and investing for a secure future professional growth networking build meaningful relationships and advance in your career emotional intelligence leadership develop interpersonal skills and become an effective leader stress management work life balance maintain mental well being while excelling in your career whether you're a student working professional entrepreneur or someone striving for self improvement this book provides the tools needed to navigate challenges and build a structured successful and fulfilling life take charge of your future today

the world of business is constantly changing here a cast of key players from latin america explore the conceptual foundations methodologies and tools for mini cases and business challenges to innovation and entrepreneurship in emerging markets

this is the first textbook that comprehensively covers the three centuries of british business history from 1720 to the present day wilson argues that company culture has been the most important component in the evolution of business organisations and management practices the influence of business culture on firms structure sources of finance and the background and training of senior managers is investigated to show its pivotal importance in determining business performance

launch your new business with confidence and skill using the latest guidance from the uk s most trusted small business guru starting a business is one of those courageous and audacious decisions that many of us dream about if you re ready to take the leap and turn your great idea into action or you already have you ll need to arm yourself with the best strategies you can find in starting a business for dummies uk edition business growth expert colin barrow mba provides these strategies as he walks you through every critical step in launching your company from writing your first business plan to surviving and thriving in your first year and everything in between you ll learn how to go from concept to revenue handle the post brexit united kingdom regulatory and tax environment and utilise public grants and incentives to help get you off the ground you ll also understand how the uk business landscape has been impacted by brexit and covid 19 and the practical steps you can take to adapt finance your new venture with grants from the uk government and enjoy brand new tax incentives aimed at r d and innovation find your inspiration with motivating case studies of real world successes who conquered every challenge the market threw at them you ve spent your life building the skills you ll need for this moment let starting a business for dummies uk edition show you how to apply them for maximum effect as you grow your company from an idea into an unstoppable juggernaut

u s strength in science technology engineering and mathematics stem disciplines has formed the basis of innovations technologies and industries that have spurred the nation s economic growth throughout the last 150 years universities are essential to the creation and transfer of new knowledge that drives innovation this knowledge moves out of the university and into broader society in several ways â through highly skilled graduates i e human capital academic publications and the creation of new products industries and companies via the commercialization of scientific breakthroughs despite this our understanding of how universities receive interpret and respond to industry signaling demands for stem trained workers is far from complete promising practices for strengthening the regional stem workforce development ecosystem reviews the extent to which universities and employers in five metropolitan communities phoenix arizona cleveland ohio montgomery alabama los angeles california and fargo north dakota collaborate successfully to align curricula labs and other undergraduate educational experiences with current and prospective regional stem workforce needs this report focuses on how to create the kind of university industry collaboration that promotes higher quality college and university course offerings lab activities applied learning experiences work based learning programs and other activities that enable students to acquire knowledge skills and attributes they need to be successful in the stem workforce the recommendations and findings presented will be most relevant to educators policy makers and industry leaders

there is a discernible and growing gap between the qualifications that a university degree certifies and the actual generic 21st century skills with which students graduate from higher education by generic skills it is meant literacy and critical thinking skills encompassing problem solving analytic reasoning and communications competency

the entrepreneur s guide to start grow and manage a profitable business in his book the right stuff tom wolfe describes what it took for the early test pilots to succeed a career in flying was like climbing one of those ancient babylonian pyramids made up of a dizzy

progression of steps and ledges and the idea was to prove at every foot of the way that you were one of the elected and anointed ones who had the right stuff and could move higher and higher and even ultimately god willing one day that you might be able to join that special few at the very top that elite who had the capacity to bring tears to men's eyes the very brotherhood of the right stuff itself although success as an entrepreneur launching a new business does not include feeling superior or facing death it does require that a person have a special set of qualities and skills with which to exercise good judgment make wise decision take calculated risk and get along with and lead others the the entrepreneur's guide to start grow and manage a profitable business provides what it takes what is the right stuff for the successful entrepreneur the most successful entrepreneurs are not necessarily those who work hardest or longest successful business owners are those who have a vision that can see beyond the bottom line who have learned to manage their professional and personal lives making it with a new business venture requires all the traits of an entrepreneur as enumerated in the entrepreneur's guide as well as the knowledge skills and persistence to grow and withstand the stress ambiguity conflicting objectives emotions and chaos that comes with a new business effort achieving this balance is what the entrepreneur's guide is about it will help you steer a path to guide you with the right stuff to the top of the pyramid of business success

this interdisciplinary collection places corporate security in a theoretical and international context arguing that corporate security is becoming the primary form of security in the twenty first century it explores a range of issues including regulation accountability militarization strategies of securitization and practitioner techniques

the information and communication technology revolution results in profound changes to the heart of business and economics changes in the workplace new communication technology new organizational structures and new production technologies force business educators to renew their focus on the curricula of business schools there is no doubt these changes influence business education and instructional technology but change will go far beyond the mere introduction of technology in the classroom alliances between the corporate world and business education are no longer fictitious but are necessary to establish stronger bonds between educational systems and the workplace the fifth volume in the series educational innovation in economics and business contains a unique selection of articles addressing various issues on how business education should adapt to changing needs of the corporate world it is meant for educators in corporate training centers and for teachers in further and higher education

this book discovers the latest technological advances that are transforming our cities into smart and connected spaces this book presents cutting edge research and inspiring case studies on urban management smart mobility and environmental sustainability with an innovative approach it explores concrete solutions and future perspectives to improve the quality of urban life intended for researchers professionals and decision makers this book is an essential resource to understand and participate in the transformation of smart cities

advances in simulation technology have enabled an interesting amount of training and instruction to be conducted on training simulators instead of on real systems however experiences with the procurement and use of training simulators has not always been as successful often owing to a lack of knowledge of didactics and of training programme development and also to inadequate simulator specifications the handbook of simulator based training represents the first comprehensive overview of the european state of the art in simulator based training it also comprises a well founded and systematic approach to simulator based training and the specification of simulator requirements the multi disciplinary research project described in this book combines the expertise of specialists in human factors information systems system design and engineering from 23 research and industrial organizations from five countries france germany

the netherlands spain the uk the authors have synthesized and documented the project results to ensure that this handbook provides not only many valuable guidelines but more importantly a common frame of reference it will be a key resource for the many specialists who are concerned with simulator based training researchers engineers and users military training institutes and training system development departments military staff responsible for the procurement of training devices and simulators the simulator industry the training research community and the human factors and ergonomics community

the latest wiley blackwell handbook of organizational psychology uses a psychological perspective and a uniquely global focus to review the latest literature and research in the interconnected fields of training development and performance appraisal maintains a truly global focus on the field with top international contributors exploring research and practice from around the world offers researchers and professionals essential information for building a talented organization a critical and challenging task for organizational success in the 21st century covers a diverse range of topics including needs analysis job design active learning self regulation simulation approaches 360 degree feedback and virtual learning environments

this 8 hour free course provided the opportunity to review the personal learning outcome of the learning to learn courses and consider the next step

provides a concise introduction to human resources management that is particularly relevant to those who are likely to become managers in general rather than human resource specialists

organizations need research and managers have to be able to commission judge and use others research as well as conduct research themselves to inform business decisions business research methods helps you understand the challenges of carrying out worthwhile research into significant issues and develop a wide range of research related professional skills guiding you through the process of selecting carrying out and reporting on a successful research project it breaks down the research process from exploring the literature and crafting a research proposal to practical research management and addressing the transferable skills of project management and communication business research methods places research firmly in the real world exploring why research is done and how to ensure that projects are meaningful for organizations examples and case studies including examples of students projects give learners with little or no work experience a meaningful context in which to relate their own projects online supporting resources for lecturers include an instructor s manual with additional activities and supporting handouts lecture slides and figures and tables from the text resources for students include web links templates quizzes activities examples of practice and sample questionnaire results for students

now with an all new chapter on followership adopted at more than 1600 institutions in 89 countries and translated into 13 different languages this market leading text successfully combines an academically robust account of the major theories and models of leadership with an accessible style and special emphasis on how leadership theory can inform leadership practice peter g northouse uses a consistent structure for each chapter allowing students to easily compare and contrast the various theories case studies and questionnaires provide students with practical examples and opportunities to deepen their personal understanding of their own leadership style leadership theory and practice eighth edition provides readers with a user friendly account of a wide range of leadership research in a clear concise and interesting manner free poster 6 emerging leadership approaches a complete teaching learning package interactive ebook with interactive leadership assessments includes access to interactive leadership assessments sage premium video multimedia

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this open access book on infodemic management reviews the current discussions about this evolving area of public health from a variety of perspectives infodemic management is an evidence based practice underpinned by the science of infodemiology that offers guidance to better manage pandemic and epidemic risks and more quickly tackle new and resurgent health threats infodemic management has added much visibility and recognition for the importance of social behavioural sciences health communication participatory and human centered approaches and digital health as complementary scientific and practical approaches that also must be strengthened in public health practice through a whole of society and whole information ecosystem approach this volume makes a case that health of the information ecosystem in the digital age has emerged as the fourth ecosystem that public health is challenged by along with the triad of environment human animal health the book brings together scientists and practitioners across disciplines to offer insights on infodemic management the tools methods analytics and interventions that they discuss in the context of acute health events also can be applied to other public health areas topics covered include people s experience of information overload and its impact on infodemic harms smart health expanding the need for new literacies to debunk or not to debunk correcting mis information partnering with communities for effective management of health emergencies managing infodemics in the 21st century is required reading for public health practitioners in need of an overview of this evolving field of practice that has made major scientific and practical leaps forward since early 2020 global regional and local health authorities are increasingly recognizing the need to expand their capacities for infodemic management in their efforts to better prepare for future health emergencies this book is the resource they need to build toward a mature infodemic management process the text also can be used as supplemental reading for graduate programs and courses in public health

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The Unsung Hero of Chemistry: Delving into the World of Base Properties

Ever wondered why some substances feel slippery, turn red litmus paper blue, and react violently with acids? The answer lies in a fascinating world of chemistry revolving around a seemingly simple concept: base properties. While acids often grab the spotlight, bases play an equally crucial role in our world, from the everyday to the extraordinarily complex. Let's embark on a journey to uncover the secrets behind these remarkable substances.

1. Defining the "Baseness": More Than Just a pH Level

When we talk about a base, we're not just talking about something with a high pH (above 7). That's a consequence of basicity, not the definition itself. The fundamental property of a base is its ability to accept protons (H^+ ions) or donate electron pairs. This definition encapsulates the two primary theoretical frameworks – the Brønsted-Lowry and Lewis theories, respectively. Think of it like this: a Brønsted-Lowry base acts like a sponge, soaking up hydrogen ions from a solution. Ammonia (NH_3) is a perfect example. It readily accepts a proton from water, forming ammonium (NH_4^+) and hydroxide (OH^-) ions, which increases the solution's OH^- concentration and thus raises its pH. This is why ammonia solutions are alkaline and feel slippery. The Lewis theory broadens the scope further. A Lewis base is a molecule or ion that can donate a pair of electrons to form a coordinate covalent bond. This definition encompasses even substances that don't contain hydroxide ions, like the cyanide ion (CN^-), which can donate its lone pair of electrons to form bonds. This wider definition highlights the underlying electron-sharing nature of basic reactions.

2. The Strength of a Base: A Matter of Degree

Not all bases are created equal. The strength of a base refers to its ability to accept protons or donate electron pairs. Strong bases, like sodium hydroxide (NaOH) and potassium hydroxide (KOH), completely dissociate in water, releasing a high concentration of hydroxide ions. This leads to a significant increase in pH and highly alkaline solutions. These are commonly used in drain cleaners and other industrial applications. Weak bases, on the other hand, only partially dissociate. Ammonia (NH_3) is a classic example. It reacts with water to form a limited amount of hydroxide ions, resulting in a less alkaline solution compared to strong bases. Weak bases are prevalent in biological systems, playing crucial roles in buffering solutions and maintaining pH homeostasis. Consider the bicarbonate buffer system in our blood, which relies on the weak base bicarbonate (HCO_3^-) to regulate blood pH.

3. Everyday Encounters with Bases: From Baking to Biology

Bases aren't just confined to chemistry labs. They're essential components in numerous everyday applications. Baking soda (sodium bicarbonate, NaHCO_3), a weak base, is a ubiquitous ingredient in baking, acting as a leavening agent. Its reaction with acidic

ingredients produces carbon dioxide gas, causing the dough or batter to rise. Many cleaning products utilize the strong base properties of substances like sodium hydroxide to break down grease and grime. The alkalinity helps to saponify fats and oils, making them water-soluble and easily removed. Beyond household applications, bases are vital in numerous industrial processes. The production of fertilizers, soaps, and detergents often involves the use of strong bases. Furthermore, bases play a crucial role in numerous biological processes, influencing enzyme activity, protein folding, and DNA structure.

4. Safety Precautions: Respecting the Power of Bases

Working with bases, especially strong ones, demands caution. Strong bases are corrosive and can cause severe burns to skin and eyes. Appropriate personal protective equipment (PPE), such as gloves, goggles, and lab coats, is mandatory. Neutralization with a weak acid is the standard procedure for handling base spills. Always follow safety protocols and consult relevant safety data sheets (SDS) before handling any base.

5. Expert-Level FAQs: Unraveling the Complexities

Q1: How can we quantitatively measure the strength of a base? A: The strength of a base is quantified by its base dissociation constant (K_b). A higher K_b value indicates a stronger base. Q2: What is the relationship between pK_b and K_b ? A: pK_b is the negative logarithm of K_b ($pK_b = -\log K_b$). A lower pK_b value signifies a stronger base. Q3: How do bases react with metal oxides? A: Bases generally do not react with metal oxides in the same way acids do. The reaction depends on the specific metal oxide and base. Q4: What is amphoteric behavior? A: Some substances, like water, can act as both acids and bases. This dual nature is called amphoteric behavior. Q5: How do bases affect the solubility of certain compounds? A: The solubility of many metal hydroxides and oxides increases in basic solutions due to complex ion formation. Conclusion: From the subtle role of bicarbonate in our blood to the powerful cleaning action of sodium hydroxide, bases are integral to our world. Understanding their properties – their proton-accepting or electron-donating abilities, their varying strengths, and their diverse applications – is crucial for appreciating the intricate workings of chemistry and its impact on our lives. By approaching this fundamental concept with a blend of theoretical knowledge and practical understanding, we can unlock a deeper appreciation for the unsung heroes of the chemical world – the bases.

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