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Events - future, trends, perspectives provides insights into many of the recent developments within the diverse event industry. International scholars and experts with backgrounds in multiple related fields have taken up exciting research topics and offer perspectives, thoughts and views on a

number of current and future issues and challenges. The topics are as diverse as the industry itself and include discussions on gender and diversity, disruptive technologies, sustainability, psychological effects, the co-creation of experiences, the future of event education and many more. Vivid case studies and best practice examples are used to illustrate current and future developments and to spark discussion and debate amongst scholars, practitioners and students alike. The Corona crisis (Covid-19) is having a massive impact on the events industry. Due to the editorial deadline of this book in February 2020, this topic could not be considered in this edition. We ask for your understanding.

Content: Kim Werner and Ye Ding Acknowledgements PART A Nicole Böhmer, Kim Werner and Imke Wargin Female Careers in the Event Industry - Myth, Reality or Future Vision? Susanne Doppler, Burkhard Schmidt and Liza Funke Work Stress of Event Managers Hans-Jürgen Gaida Marketing Meeting and Event Destinations in Disruptive Times: Future Challenges and Chances Steffen Ronft Event Psychology - An Interdisciplinary Approach Chunlei Wang and Xingdan Wang Theorising the "Event View" as a Kind of "World View" Helmut Schwägermann China Outbound Events - A Challenge for European MICE Destinations Markus Große Ophoff, Kai-Michael Griese and Kim Werner Event Organisations at the Interface between Sustainability and Digitalisation Hui Huang and Hanzhi Zhang Festivals and "New Retail": A Case Study of the "Double 11" Shopping Festival in China Kim Werner, Christina Bosse and Kai-Michael Griese Slow Events: Assessing the Potential for the Event Industry of the Future PART B Aliosha Alexandrov and Kai-Michael Griese Value Co-creation and the Impact on Marketing and Event Management Curricula Xing Lan and Yi Ding Cooperative Transnational Event Management Education: A Case Study of International Event Management Shanghai (IEMS) Mattheus Louw and Thomas Temme Enhancing Student Learning in Event Management: Student Perceptions of a Business Simulation Game Ye

Ding, Li Zhang and Chunlei Wang Innovation and Entrepreneurship Education in Event Management: Case studies from Chinese Universities Gernot Gehrke Researching the Future of Event Education Steffen Ronft Appendix: Further references concerning psychological effects and phenomena Aimed at those new to the subject, Fundamentals of Psychology is a clear and reader-friendly textbook that will help students explore and understand the essentials of psychology. This text offers a balanced and accurate representation of the discipline through a highly accessible synoptic approach, which seamlessly brings together all the various related topics. Fundamentals of Psychology combines an authoritative tone, a huge range of psychological material and an informal, analogy-rich style. The text expertly blends admirably up-to-date empirical research and real-life examples and applications, and is both readable and factually dense. The book introduces all the main approaches to psychology, including social, developmental, cognitive, biological, individual differences, and abnormal psychology, as well as psychological research methods. However, it also includes directions for more detailed and advanced study for the interested student. Fundamentals of Psychology incorporates many helpful textbook features which will aid students and reinforce learning, such as: Key-term definitions Extremely clear end-of-chapter summaries Annotated further reading sections Evaluations of significant research findings Numerous illustrations presented in attractive full color. This textbook is also accompanied by a comprehensive program of resources for both students and instructors, which is available free to qualifying adopters. The resources include a web-based Student Learning Program, as well as chapter-by-chapter lecture slides and an interactive chapter-by-chapter multiple-choice question test bank. Combining exceptional content, abundant pedagogical features, and a lively full-color design, Fundamentals of Psychology is an essential resource for anyone new to the subject and more particularly those beginning

undergraduate courses. The book will also be ideal for students studying psychology within education, nursing and other healthcare professions. Biological Psychology Fifth Edition is a comprehensive survey of the bases of behaviour that is both authoritative and up-to-date. Building on the strengths of its predecessors, it continues to offer an outstanding illustration program and a very broad perspective - encompassing lucid descriptions of behaviour, evolutionary history, development, proximate mechanisms and applications. The Fifth Edition has been thoroughly updated and hones students' critical thinking ability - yet remains reader-friendly throughout. Aus dem Inhalt: Das Anregungspotenzial der Neurowissenschaften; Forschungskonzepte und -ergebnisse der Gehirnforschung und Anregungen für die Bildungsarbeit; Warum sind Lehren und Lernen so schwierig?; Was wir vom Lernen zu wissen glauben?; Konstruktivismus und Erwachsenenbildung; Nichtbewusste Informationsverarbeitungsprozesse und deren Bedeutung für das Lernen

Erwachsener Wahrnehmungspsychologie ist ein zentrales Prüfungsthema im Studiengang Psychologie - und Goldsteins Lehrbuchklassiker ist seit Jahren Marktführer. Die neue Auflage ist passgenau auf die Bachelor- und Master-Studiengänge zugeschnitten. Die Themenpalette dieses Lehrbuchs ist nicht nur prüfungsrelevant, sondern auch faszinierend - und für manchen Laien auch verständlich lesbar. In 16 Kapiteln beantwortet Goldstein die folgenden Fragen: Was ist Wahrnehmung? Was sind die neuronalen Mechanismen der Wahrnehmung? Inwieweit arbeitet das Gehirn ähnlich wie ein Computer? Wie wird das Netzhautbild verarbeitet? Wie nehmen wir Farbe wahr? Wie erkennen wir Objekte? Wie nehmen wir Tiefe und Größe von Objekten wahr? Wie erkennen wir Bewegung? Wie funktioniert unser Gehör? Wie nehmen wir Klänge und Lautstärken wahr? Wie erkennen und verstehen wir Sprache? Wie funktionieren unsere Sinne? Biological Psychology is a comprehensive survey of the biological bases of behaviour that is authoritative and

up-to-date. Designed for undergraduates enrolled in biological psychology, physiological psychology, or behavioral neuroscience, the book continues to offer an outstanding illustration program that engages students, making even complicated topics and chains of events clear. The book offers a broad perspective, encompassing lucid descriptions of behaviour, evolutionary history, development, proximate mechanisms, and applications. Each chapter has been made more concise and now begins with a brief narrative relating the topic to the human condition. The new edition boasts hundreds of new references, including research that students may have encountered in the popular media. Critical thinking skills are also honed as the reader is alerted to the many widely-held myths about the neuroscience of behaviour (different parts of the tongue detect only certain flavours, dogs are colour-blind, sleep deprivation makes you crazy), and educated about facts that sound so unlikely to the uninformed (some people cannot feel pain, in some animals only half the brain sleeps at a time, ears make sounds, some people cannot form new memories, experience alters the structure of the brain). Thorough and reader-friendly, Biological Psychology reveals the fascinating interactions of brain and behaviour. Never HIGHLIGHT a Book Again! Virtually all of the testable terms, concepts, persons, places, and events from the textbook are included. Cram101 Just the FACTS101 studyguides give all of the outlines, highlights, notes, and quizzes for your textbook with optional online comprehensive practice tests. Only Cram101 is Textbook Specific. Accompanys: 9780878937059 . Features three new chapters on exercise and cognitive function, energy and fatigue, and pain; thoroughly revised chapters on the correlates of exercise, neuroscience, stress, depression, and sleep. Includes a glossary. Highlights the most important topics, issues, questions, and debates in the field of psychology. Provides material of interest for students from all corners of psychological studies, whether their interests be in the biological, cognitive, developmental, social,

or clinical arenas. Published in March 2013, *Biological Psychology, Seventh Edition* is a comprehensive survey of the biological bases of behavior designed for undergraduates enrolled in biological psychology, physiological psychology, or behavioral neuroscience courses. It offers a broad perspective, encompassing lucid descriptions of behavior, evolutionary history, development, proximate mechanisms, and applications. Organized around four well-established core principles, *Principles of Psychology* provides students with a framework to understand the science of behavior. Written in a conversational style, the text is organized around the following four well-established principles that serve as touchstones for the field of psychology: --The mind is a process at work in a physical machine, the brain. --We are consciously aware of only a fraction of our mental activity. --We constantly modify our behavior, beliefs, and attitudes according to what we perceive about the people around us. --Experience physically alters the structure and function of the brain. With these four principles as a framework for the text, *Principles of Psychology* emphasizes that psychology is a science through discussion of relevant big-picture and proven concepts and cutting-edge research-based investigations that examine behavioral, psychological, and neuroscience experiments. By presenting data and facts from other scientific disciplines, as well as real-world vignettes and stories, Marc Breedlove teaches the reader how to think critically and scientifically about the underlying mechanisms of behavior.

In-Text Features

- Vignette: Each chapter begins with a story, an instance when behavior has a big impact on someone's life. The chapter returns to the vignette several times as we cover findings that relate to that particular case.
- Researchers at Work: In every chapter, important discoveries are explained and illustrated to highlight the process of experimentation and hypothesis testing. Over the course of the book, the progression of experiments provides an increasingly sharper picture of the factors shaping behavior.
- Skeptic at Large:

Intended to sharpen the student's critical thinking skills, these boxes explore a widespread misconception and demonstrate how scientific research disproves it. The exploration of scientific experimentation also reinforces the Researchers at Work feature. --Psychology in Everyday Life: These are topics where knowledge of psychology might be applicable to everyday life, such as whether people with schizophrenia are violent, the importance of "blind" auditions for musicians, how to stop smoking, or how conditioned taste aversion might cause you to stop eating sushi when you used to love it. --The Cutting Edge: Just prior to the end of every chapter, this feature explores an exciting report of current research. Showing students these vibrant and bold experiments will emphasize that psychology research remains alive and well. --Think Like a Psychologist: Principles in Action: To close each chapter, each principle is related back to the vignette to show the student that when they observe an interesting behavior they can recall and apply the four principles. If they can do this, they will indeed be thinking like a psychologist.

Warum hat das Knacken eines Kekses mehr Einfluss auf die Kaufentscheidung, als der Konsument ahnt? Weil die meisten Kaufentscheidungen auf unbewussten Programmen beruhen. "Brain View" erklärt, nach welchen Regeln diese Programme im Gehirn des Kunden ablaufen. Lernen Sie Ihre Kunden aus einer neuen Perspektive kennen und finden Sie neue Wege zu effektiverem Marketing für Produkte und Dienstleistungen.

Inhalte: - Wie Kaufentscheidungen im Kopf wirklich fallen - Gehirngerechte Verkaufsflächen im Handel - Wie starke Marken im Gehirn entstehen und wie sie wirken - Beispiele aus der Praxis für die Umsetzung in Marketing und Verkauf - Aktualisierungen nach neusten Erkenntnissen der Hirnforschung - NEU: Wenn neue Technik auf altes Gehirn trifft (Digital Brain) Dieses exzellente Lehrbuch zum Thema Lernen und Gedächtnis für das Grundstudium vermittelt einen umfassenden Überblick über die Forschung zu Lernen und Gedächtnis und die praktische Bedeutung in

Psychologie, Pädagogik, Medizin und auch Verhaltensbiologie. Ein Buch, das die wichtigsten Aspekte von Lernen und Gedächtnis beleuchtet, die Psychologen, Pädagogen, Neurowissenschaftler und Mediziner in Forschung und Praxis verstehen und im Grundstudium lernen müssen. Organized around four well-established core principles, Principles of Psychology provides students with a framework to understand the science of behavior. Written in a conversational style, the text is organized around the following four well-established principles that serve as touchstones for the field of psychology: --The mind is a process at work in a physical machine, the brain. --We are consciously aware of only a fraction of our mental activity. --We constantly modify our behavior, beliefs, and attitudes according to what we perceive about the people around us. --Experience physically alters the structure and function of the brain. With these four principles as a framework for the text, Principles of Psychology emphasizes that psychology is a science through discussion of relevant big-picture and proven concepts and cutting-edge research-based investigations that examine behavioral, psychological, and neuroscience experiments. By presenting data and facts from other scientific disciplines, as well as real-world vignettes and stories, Marc Breedlove teaches the reader how to think critically and scientifically about the underlying mechanisms of behavior.

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kept to a standard brief. It is also truly international both in authorship and the origin of the work referenced. This will provide a very useful reference book for undergraduate and post-graduate students' - British Journal of Educational Psychology Revision of Ninth edition published by Sinauer Associates, 2020. Instant Notes in Physiological Psychology provides a succinct overview of the key topics in physiological psychology, providing easy access to the core information in the field. Although physiological psychology is a required component of most degrees, the authors recognise that many students come from non-scientific backgrounds and may find the subject daunting. This book covers all of the essential topics in a format that is ideal for learning and rapid revision for students from all backgrounds. It can serve as a core text, supplemented by readings in the original literature, as a reference guide for students and lecturers alike, or as an ideal revision revision guide prior to exams. Instant Notes in Physiological Psychology is primarily intended for students taking a first course in the subject, but can also be used as an introduction to the field for undergraduates and graduates from other subject areas. Biological processes play a central role in psychology. Drawing on the latest research, this clear and concise textbook provides students with a solid grasp of the relationship between mind and behavior, and a detailed understanding of the underlying structure and physiological mechanisms that underpin it. The functions of the nervous system are explained and implications for health are explored. Throughout the book, Barnes encourages students to evaluate essential concepts and theoretical issues. Mensch - erklärt Wie entsteht Durst? Warum brauchen wir Schlaf? Weshalb kommen wir außer Atem? In der Physiologie lernen Sie, wie der Mensch „funktioniert“. Von der Atmung bis zur Zellphysiologie, von Hirn, Herz und Niere, im Schmidt/Lang/Heckmann ist alles Physiologische enthalten, was Sie für Ihr Studium benötigen. Die Autoren -ausschließlich renommierte Experten - erklären ihr Fachgebiet auf anschauliche Weise.

Ein „roter Faden“ fasst die Kernaussagen zusammen, über 1100 Abbildungen unterstützen das visuelle Lernen und über 200 Klinikboxen schlagen den Bogen zum klinischen Alltag. Ganz neu in der 31. Auflage: Das beiliegende Repetitorium! Es dient als Lernleitfaden und ideale Wiederholung vor der Prüfung. Alle prüfungsrelevanten Inhalte der Kapitel sind hier noch einmal ganz kompakt in Stichpunkten zusammengestellt. Das Repetitorium können Sie überall mitnehmen und haben so immer das Wichtigste zur Hand. Die perfekte Kombination zum Nachschlagen und Lernen! Der Schmidt/Lang/Heckmann ist Ihr Begleiter durch das ganze Studium. Die Psychologie - vielfältig und schillernd: Ein Fach mit spannenden Teilgebieten und kontroversen Diskussionen, eine fundierte Wissenschaft, eine Möglichkeit, sich mit eigenen Erfahrungen und fremden Kulturen auseinanderzusetzen - nah am Leben! Das einführende Lehrbuch von David Myers stellt das Fach so komplett wie kein anderes vor: alle Grundlagenfächer und die 3 großen Anwendungsfächer Klinische, Pädagogische und Arbeits- und Organisationspsychologie. Die 3. Auflage wurde - unter Mitarbeit von Studierenden - komplett überarbeitet. Leicht lernen: Mit leicht verständlichen, unterhaltsamen Kapiteln, klaren Definitionen, „bunten“ Exkursen, Zusammenfassungen und Prüfungsfragen am Kapitelende. Mit interaktiver Lernwebsite und umfangreichem Zusatzmaterial. Und mit Spaß: Über 900 bunte Abbildungen und Cartoons bringen Psychologie auf den (witzigen) Punkt! Psychologisch denken: Durch zahlreiche Leitfragen, Denkanstöße und Übungen zeigt Myers, wie das Wissen angewendet wird, wo Psychologie im Alltag zu erfahren ist. Ob Sie Psychologie studieren oder zu denen gehören, die schon immer wissen wollten: Was sagen eigentlich die Psychologen dazu? - Der MYERS ist Ihr Einstiegsbuch in die Psychologie! Neuroscience of Clinical Psychiatry, Second Edition Fully revised and updated in its Second Edition, this handy and accessible reference provides a basic link between the science of the brain and the treatment of

common mental health disorders. Ideal for the mental health clinician in training, the psychiatric resident preparing for Board exams, and the practicing clinician looking to keep pace with the latest advances in neuroscience, the book uses clear and direct language to enhance your understanding of basic neuroscientific concepts and the effects of brain chemistry on common behaviors and disorders. Updated content reflects the latest advances in the field, while straightforward discussions make complex material easy to understand and process. The book's concise presentation helps readers grasp, retain, and apply essential concepts. Abundant illustrations and tables support the text and provide vital information at a glance. End-of-chapter review questions reinforce key concepts and assist in Board preparation. Look inside and discover... Updated content reflects the latest advances in the field. Straightforward discussions make complex material easy to understand and process. Concise presentation helps you grasp, retain, and apply essential concepts. Abundant illustrations and tables support the text and provide vital information at a glance. End-of-chapter review questions reinforce key concepts and assist in Board preparation. Pick up your copy today!

The second edition of a popular introduction to the field of behavioral endocrinology. "Breedlove and Watson's 10th Edition of Behavioral Neuroscience combines the most current and exciting research in the field with an unparalleled art program and a suite of interactive digital tools to help introductory neuroscience and behavioral neuroscience students grasp complex biological processes"-- Biological Psychology is the study of psychological processes in terms of biological functions. A major obstacle to understanding dialogue in the field has always been its terminology which is drawn from a variety of non-psychological sources such as clinical medicine, psychiatry and neuroscience, as well as specialist areas of psychology such as ethology, learning theory and psychophysics. For the first time, a distinguished international team of contributors has now drawn

these terms together and defined them both in terms of their physical properties and their behavioural significance. The Dictionary of Biological Psychology will prove an invaluable source of reference for undergraduates in psychology wrestling with the fundamentals of brain physiology, anatomy and chemistry, as well as researchers and practitioners in the neurosciences, psychiatry and the professions allied to medicine. It is an essential resource both for teaching and for independent study, reliable for fact-checking and a solid starting point for wider exploration.

Das spannende Fachgebiet Biologische Psychologie erforscht die Zusammenhänge zwischen biologischen Prozessen und Verhalten. Dabei werden die Lebensprozesse aller Organe des Körpers, nicht nur des Gehirns, betrachtet. Das erfolgreiche Lehrbuch "Biologische Psychologie" liefert hier einen lebendigen und anschaulichen Gesamtüberblick sowohl der Physiologie als auch der Physiologischen Psychologie. Die biologischen Grundlagen unseres Verhaltens werden von physiologischen Prozessen bis zu komplexen Funktionen des ZNS, wie Bewusstsein, Motivation und Kognitionen, beschrieben. Die engen Beziehungen zwischen "Kopf und Körper" verdeutlichen die Autoren in anschaulicher Weise. Die 6. Auflage wurde komplett überarbeitet und mit lernfreundlicher Didaktik ausgestattet, so dass das Lehrbuch eine unverzichtbare Grundlage für Prüfungsvorbereitung und Studium ist. Hervorgehobene Merksätze und Kapitelzusammenfassungen kennzeichnen prüfungsrelevantes Wissen. Zahlreiche Exkurse und Boxen stellen den Anwendungsbezug her. Die komplett überarbeiteten und durchgehend farbigen Abbildungen veranschaulichen das Zusammenwirken von Verhaltensprinzipien und physiologischen Gesetzmäßigkeiten. The new edition boasts hundreds of new references, including research students may have encountered in the popular media. Yet critical thinking skills are also honed as the reader is alerted to the many widely held myths about the neuroscience of behavior and educated about facts that sound unlikely to the

uninformed. Thorough and reader-friendly, *Biological Psychology* reveals the fascinating interactions of brain and behavior. **KEY FEATURES:** The book has an outstanding full-color art program, including hundreds of original illustrations that make it easy to understand structures, mechanisms, and processes in the brain. Each chapter opens with a brief outline and a narrative illustrating an important aspect of behavioral biology that will be made clear to the student by reading the rest of the chapter. Redesigned chapter summaries are organized by main chapter heads in a readable two-column format. Never HIGHLIGHT a Book Again! Includes all testable terms, concepts, persons, places, and events. Cram101 Just the FACTS101 studyguides gives all of the outlines, highlights, and quizzes for your textbook with optional online comprehensive practice tests. Only Cram101 is Textbook Specific. Accompanies: 9780878939275. This item is printed on demand. By weaving examples and themes from the social sciences with an introduction into the scientific concepts, 'Biological Psychology' provides readers with a foundation necessary for understanding this field. This textbook offers an engaging introduction to biopsychology for undergraduate students. Assuming no background knowledge in biology or psychology, the text relates examples to clinical conditions or treatments, allowing students to fully understand the relevance of the subject to other areas of psychology. This is a comprehensive survey of the bases of behaviour that is both authoritative and up-to-date. It encompasses lucid descriptions of behaviour, evolutionary history, development, proximate mechanisms and applications. Wer sich mit Psychologie beschäftigen will, muss sich meist auch mit Statistik beschäftigen und das auch noch recht umfassend. Wenn Statistik nicht so Ihr Thema ist, dann ist dies das richtige Buch für Sie. Donncha Hanna und Martin Dempster erklären Ihnen, was Sie über Regression, Korrelation und ANOVA wissen sollten. Sie erfahren, was Sie über Wahrscheinlichkeit, Deduktion und Hypothesentests wissen sollten und vieles mehr.

Außerdem erhalten Sie eine kurze Einführung in SPSS und lernen die für Sie wichtigen Funktionen dieses umfangreichen Programms kennen. So ist dieses Buch ein angenehmer Einstieg für alle, die sich nicht wirklich auf Statistik freuen.

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