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Viral Change

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John Nicolson's ginger pet Rojo gained

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fans all over the world when he popped up on screen during a Zoom meeting with a parliamentary committee ...

Perthshire politician whose cat went viral calls for law change after moggy is killed by car

The benefit of England ' s World Cup victory in 1966 was minimal and however good Euro 2020 has been, what will be left after it?

Fans on buses and viral videos: would winning Euro 2020 change England?

Mount Laurel ' s Black community has roots that trace back to the Revolutionary War and a legacy that has shaped housing development across the country.

Before the viral video, Black Mount Laurel residents rewrote the law on fair housing

From Dia Mirza welcoming a baby boy to

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getting you the first full pic of baby Vamika, SRK and Sanjay Dutt signing a film together and sports stars giv ...

Bolly Buzz: Dia Mirza welcomes a baby boy, Virat-Anushka ' s daughter Vamika ' s first picture goes viral

The viral message resurfacing in 2021 is fake ... According to him: “ We must all have a change towards positive attitude of obeying the Laws of the State which were made for the benefit of ...

FACT-CHECK: Viral Sanwo-Olu ' s warning to LASTMA not to arrest motorist ' fake '

Fortunately, the viral photo of the young schoolboy will change the course of his life forever as many well-wishers joined Bravo to elevate his life entirely.

Well-wishers find barefooted boy who was

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spotted admiring poster of pupil with shoes: "His life will change"

Software engineer Manu Cornet says Google went from being like Disneyland to like any other profit-driven company.

Google engineer who criticized company in viral comics on why he finally quit

A WOMAN was shocked to find out her cousin had a secret cave in the basement of his Pennsylvania home. The homeowner suggested the mysterious cave, which lies nearly 30feet below the house, may ...

Woman freaked out after discovering 30ft underground cave in house along with a creepy sign in viral TikTiok vid

TikTok may be best known for viral dance and music videos, but its potential to facilitate large protests is underestimated.

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TikTok's Next Big Gen Z Trend Might Be Viral Protests

But its impact on New York City went viral after video of some disturbing ... in the Senate pic.twitter.com/bqJIqKS9WB And climate change. There's a video circulating of a flooded NYC subway ...

Tropical Storm Elsa Caused Horrifying Flooding In New York City 's Subways That Went Viral On Twitter

A Burger King manager and another employee unhappy with working conditions at the restaurant changed its roadside marquee sign to read “ WE ALL QUIT ” and “ SORRY FOR THE INCONVENIENCE. ” ...

' We all quit ' : Disgruntled Burger King workers change sign on their way out

Different strokes, different folks. Don ' t yuck on someone ' s yum. I get it – we are

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have our different slants and ideas of what is customary. But if you don ' t feed me the rock after a miss in a casual ...

Viral TikTok Video Sparks A Rabid Debate About Unwritten Rule Of Basketball

A viral hip-hop song in Cuba has become a rallying cry for one ... “ This song has turned into a symbol of the movement, into a symbol of freedom for Cubans who are tired, who want change, ” El Funky, ...

How Cuba ' s protests are being fuelled by a viral hit song

It's a way of quitting a job that most of us only dream of. A group of fast-food workers arranged the letters on the sign outside a burger king to express their true feelings.

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' We All Quit ' : Sign of Nebraska Burger King goes viral

The appeal has gone viral. Someone translated it to Tagalog and Cebuano. As expected, it has elicited the ire of Duterte fanatics. Read what Romulo has written:

“ This letter is about the sad plight of ...

Bobby Romulo ' s urgent appeal goes viral

It tastes delicious, and it ' s even good for your gut and skin. Not to mention, it ' s a soda with Apple Cider Vinegar (ACV). Ah yes, soda, the beverage many people think is the worst for your body.

This tasty TikTok-viral soda (with apple cider vinegar) improves gut health and gives you glowing skin

FacebookBefore he was sparring with his bosses, Brandon Hanks was a viral sensation. In 2019, Hanks—a 28-year-old

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Black Syracuse police officer who was once a standout high school guard—showed up at ...

The Bizarre Beef Between a Viral Black Cop and His Bosses

Golden buzzer alert! L é a Kyle's impressive quick change act got the golden buzzer from model Heidi Klum. Watch the viral video here.

' America ' s Got Talent ' : L é a Kyle goes viral for quick-change act [watch]

Burger King workers in Lincoln, Nebraska told their would-be customers "we all quit" on their sign in a viral photo in the aftermath of the mass walkout.

Many 'Change Management' initiatives end in fiasco, because they focus on processes and systems only and because

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they are based on wrong assumptions. But there is no change unless the change is behavioral. Viral Change™ will debunk these myths and show that, in Viral Change™ mode, people talk less about 'the programme' and do more in a way that infects other people, creating 'tipping points' where the new behaviors and the new changes become visible and sustainable. In short, Viral Change™ uses the networks of influence which are often below the radar of the organization chart to create internal infections of success. In this second revised edition, the author has further elaborated on influence mechanisms as well as added further insights with regard to viral leadership. These insights are firmly rooted in the author's own practical experience of successfully implementing and practicing Viral Change with his clients. The second revised edition of Viral Change™ will

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appeal to any reader who is interested in how organizations are rapidly evolving today and how understanding internal social networks is changing the way we should lead and manage. Viral Change is now more than ever THE manager's handbook on how to create sustainable change in organizations.

Most of conventional change management programmes fail. One of the reasons is that these conventional approaches are mainly focused on changes in processes and systems, with the assumption that these will lead to change in people's behaviours. However, this assumption is wrong: people often continue to do things like before or, after an initial peak of so-called 'adoption', initiatives fade. The author states that there is no lasting change unless it is true behavioural change and this is hardly a by-

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product of ?new processes?. In other words, it is not until people in organizations change behaviours that we can claim that actual change has occurred. The clue is that behavioural change must be moved up, must happen first, not as a result of other changes! This is one of the main theses of this book, which explains how to do it. Equally, most of ?change management? - as preached by many academics and consultants or, in general, by managers of change in many organizations - occurs following an old-fashioned organizational concept: changes are initiated by the top and percolated through the management system (the book calls it ?the plumbing system?). This results in initiatives or programmes that usually emphasize communication and training and, in general, a more or less ?rational? appeal to people to change. In many cases, however, what people witness is a slow,

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painful and finally unsuccessful process, which often generates a great deal of cynicism, making the next wave of change even more difficult. And this is often after massive communication and training programmes and colossal consulting budgets. Viral Change provides a completely different framework that is based on recent 'discoveries' across disciplines such as network and behavioural sciences. Unlike conventional methods of change management where cultural change is assumed to be a painful, long-term process from which one shouldn't expect short-term results - viral change is faster, far more effective, potentially more inclusive and certainly long lasting. It resembles more the transmission of an infection (in this case, the virus of 'success' within the organization) than it does the traditional communication snowball. In 'Viral

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Change?, the author shows how a combination of the right language and ?frame, a small set of non-negotiable behaviours (all spread by a small number of activists) and the creation of ?tipping points?, creates lasting cultural change in organizations. It also debunks several conventional myths such as: ?people are resistant to change?, ?one needs to involve everybody? or ?big changes need big initiatives?. In Viral Change mode, people talk less about ?the programme? and do more in a way that infects other people, creating ?tipping points? where the new behaviours and the new changes become visible and sustainable. The book is written (and will be revealing) for all leaders in any organization, ? both business and non-profit - and for supporting and business partner functions such as HR, organizational development or change management agents. It brings the

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language and methods of a socio-behavioural approach developed by the author, poured into a comprehensible, practical and actionable framework called Viral Change. Since change is constantly present in any organization, the book is a companion for all managers and leaders in day-to-day organizational life and not just for those directly embarked upon initiatives labelled 'change management'. It will appeal to any reader who is interested in how organizations are rapidly evolving today and how understanding internal social networks is changing the way we should lead and manage.

Understanding how social, behavioural infection works is the basis for the orchestration of any social 'epidemic of success'. This book will appeal to anybody interested in social change, with particular emphasis on how viral change works inside

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and organisation.

A timely exploration of the impact of global change on the emergence, reemergence, and control of vector-borne and zoonotic viral infections. From massively destructive "superstorms" to rapidly rising sea levels, the world media is abuzz with talk of the threats to civilization posed by global warming. But one hazard that is rarely discussed is the dramatic rise in the number and magnitude of tropical virus outbreaks among human populations. One need only consider recent developments, such as the spread of chikungunya across southern Europe and dengue in Singapore, Brazil, and the southern United States, to appreciate the seriousness of that threat. Representing a major addition to the world literature on the subject, *Viral Infections and Global Change* explores trends of

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paramount concern globally, regarding the emergence and reemergence of vector-borne and zoonotic viruses. It also provides up-to-date coverage of both the clinical aspects and basic science behind an array of specific emerging and reemerging infections, including everything from West Nile fever and Rift Valley fever to zoonotic hepatitis E and human bunyavirus. Important topics covered include: Epidemiology, molecular pathogenesis, and evolutionary mechanisms Host-pathogen interactions in an array of viral infections The impact of climate change on historical viral outbreaks The roles of socioeconomics, human behavior, and animal and human migrations The growing prevalence of drug and pesticide

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resistance The introduction of microbes and vectors through increased transboundary travel Spillover transmissions and the emergence of viral outbreaks Detecting and responding to threats from bioterrorism and emerging viral infections Predictive modeling for emerging viral infections Viral Infections and Global Change is an indispensable resource for research scientists, epidemiologists, and medical and veterinary students working in ecology, environmental management, climatology, neurovirology, virology, and infectious disease.

Create real change in the new social movement paradigm Social Movements for Good is a guidebook for driving change, by taking advantage of the social "currency" that makes movements go viral. Author Derrick Feldmann has spent

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a career showing organizations how to best reach donors, activists, and employees, and engage a new generation of supporters. In this book, he shares his secrets alongside the stories of today's most successful social good movements by companies and nonprofits. You'll learn about the leaders behind these movements, the individuals who responded, and the approaches that made it work. Modern social movements operate within a new paradigm, and this informative guide walks you through how these movements are created, why people get on board, and the strategy and support network that must be in place for it to succeed. Just going viral isn't enough to make a movement successful—there must be a plan, and the right people with the right skills to follow through with the execution. This book shows you who you need on your side, what they need to do

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their jobs, and which tools and methods are proving most effective every day. Read the stories of today's most successful social good movements Understand how modern social movements are created Learn how to truly activate a new generation of activists and supporters Formulate an approach that makes the public respond to your issue Effective social movements don't arise by accident. People don't spontaneously come together and effect real change. If you want your movement to succeed, you need a solid strategy and the tools to follow through. Social Movements for Good is your roadmap to viral success and the advancement of your cause.

A global exploration of internet memes as agents of pop culture, politics, protest, and propaganda on- and offline, and how they will save or destroy us all. Memes are the

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street art of the social web. Using social media – driven movements as her guide, technologist and digital media scholar An Xiao Mina unpacks the mechanics of memes and how they operate to reinforce, amplify, and shape today ' s politics. She finds that the “ silly ” stuff of meme culture—the photo remixes, the selfies, the YouTube songs, and the pun-tastic hashtags—are fundamentally intertwined with how we find and affirm one another, direct attention to human rights and social justice issues, build narratives, and make culture. Mina finds parallels, for example, between a photo of Black Lives Matter protestors in Ferguson, Missouri, raising their hands in a gesture of resistance and one from eight thousand miles away, in Hong Kong, of Umbrella Movement activists raising yellow umbrellas as they fight for voting rights. She shows how a viral video of then presidential nominee

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Donald Trump laid the groundwork for pink pussyhats, a meme come to life as the widely recognized symbol for the international Women ' s March.

Crucially, Mina reveals how, in parts of the world where public dissent is downright dangerous, memes can belie contentious political opinions that would incur drastic consequences if expressed outright. Activists in China evade censorship by critiquing their government with grass mud horse pictures online.

Meanwhile, governments and hate groups are also beginning to utilize memes to spread propaganda, xenophobia, and misinformation. Botnets and state-sponsored agents spread them to confuse and distract internet communities. On the long, winding road from innocuous cat photos, internet memes have become a central practice for political contention and civic engagement. Memes to

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Movements unveils the transformative power of memes, for better and for worse. At a time when our movements are growing more complex and open-ended—when governments are learning to wield the internet as effectively as protestors—Mina brings a fresh and sharply innovative take to the media discourse.

Viral marketing should not be a happy accident Aashish Chopra ' s first viral video was shot with close to no budget and sparing equipment. Yet, today, his content has over 350 million views and industry masters universally agree that Aashish has cracked the viral code. In *Fast, Cheap and Viral*, the ace marketer shares the secrets behind his success – all of them learnt and honed on his journey. This one-stop super-guide to viral video marketing gives you the low-down on: **HOW TO GRAB**

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EYEBALLS in a sea of content; HOW TO DRIVE ENGAGEMENT (because views can be bought, but engagement is earned); WHY STORYTELLING BEATS PRODUCTION VALUE and behind-the-scenes tips and tricks; HOW TO BUILD YOUR PERSONAL BRAND and kill job insecurity. For every student, entrepreneur, blogger, marketing manager or leader who dreams of reaching millions on a shoestring budget, this book is the definitive manual on sustainable viral success

Customers have radically changed the ways they interact with businesses, and today's organizations need to adapt. Is your company prepared for the Gen D future, or is it heading toward life support? A lot of companies across the globe are going to die over the next few years, not because of macroeconomic stress, but because there is

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an emerging generation that is radically changing the rules of customer engagement. In *Build For Change*, Pegasystems CEO Alan Trefler shows exactly what companies can do to turn the coming "customerpocalypse" into one of the biggest business opportunities of the decade. The newest generation of consumers is turning customer relationship management on its head. *Build For Change* highlights the revolutionary changes to business, marketing, and technology practices that are needed to survive and thrive in these unforgiving times. Readers will learn how businesses are increasingly relying on new forms of customer engagement, and how one customer's experience—whether good or bad—can alter a company's reputation with the click of a mouse. With practical insight from a leader in customer engagement, this book serves as a timely

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wakeup call to companies that have not yet embraced the digital future.

Traditional marketing is becoming increasingly irrelevant, and businesses must become more customer-centric while taking a completely different approach to adopting and using technology. Build For Change outlines exactly what can—and must—be done to ensure sustainable success in the new digital era: Relate to the new generation of consumers, and understand their preferences and demands Stop obsessing about mountains of data, and instead apply business-driven continuous improvement to customer processes Learn how to overcome the fatal flaws of current technology fads Rethink organizational roles to drive adaptive and transformative innovation Consumers have more options than ever before, and ensuring customer loyalty in the modern market means knowing exactly what the

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customer wants and how to deliver it brilliantly. Build For Change provides actionable guidance for engaging this new connected consumer.

The issues of poverty, inequality, racial injustice, and climate change have never been more pressing. This book draws on stories of committed social changemakers to uncover effective principles and practices for social change, distilling a timely set of lessons on how connection, context, and power sit at the heart of the change process.

On October 17, 2014, spurred by incidents at U.S. government laboratories that raised serious biosafety concerns, the United States government launched a one-year deliberative process to address the continuing controversy surrounding so-called "gain-of-function" (GOF) research

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on respiratory pathogens with pandemic potential. The gain of function controversy began in late 2011 with the question of whether to publish the results of two experiments involving H5N1 avian influenza and continued to focus on certain research with highly pathogenic avian influenza over the next three years. The heart of the U.S. process is an evaluation of the potential risks and benefits of certain types of GOF experiments with influenza, SARS, and MERS viruses that would inform the development and adoption of a new U.S. Government policy governing the funding and conduct of GOF research. Potential Risks and Benefits of Gain-of-Function Research is the summary of a two-day public symposia on GOF research. Convened in December 2014 by the Institute of Medicine and the National Research Council, the main focus of this

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event was to discuss principles important for, and key considerations in, the design of risk and benefit assessments of GOF research. Participants examined the underlying scientific and technical questions that are the source of current discussion and debate over GOF research involving pathogens with pandemic potential. This report is a record of the presentations and discussion of the meeting.

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