

News from across the College

News from Business School

Atom Feed (<http://www.birmingham.ac.uk/news/feeds/birmingham-business-school>)

Eye on the prize: Coca-Cola's magic has always been in mischievous marketing (</schools/business/departments/marketing/news/2015/january/coca-cola-marketing.aspx>)

Professor Isabelle Szmgin of the Department of Marketing considers Coca-Cola's recent sponsorship deal with the London Eye and the wider implications of the product's promotion in the ongoing health debate.

22/01/2015

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Building trust with clients is a top priority for financial advisers in 2015, Birmingham Business School MidEx study shows (</schools/business/news/2015/january/midex-study.aspx>)

A study to examine content marketing for the financial advisory sector, commissioned by Ember Television, has yielded some interesting findings.

20/01/2015

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News from School of Social Policy

Atom Feed (<http://www.birmingham.ac.uk/news/feeds/birmingham-social-policy>)

Briefing Paper: Basic bank accounts in Ireland (</schools/social-policy/departments/applied-social-studies/news-and-events/2015/01/briefing-paper-basic-bank-accounts-in-ireland.aspx>)

Basic Bank Accounts in Ireland: Not so much a false start as a faulty start? Read the latest Briefing Paper from CHASM.

21/01/2015

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CHASM Briefing Paper: December 2014 (</schools/social-policy/departments/applied-social-studies/news-and-events/2015/01/briefing-paper-saving-during-economic-down-turn.aspx>)

Should people on low incomes be encouraged to save during an economic down-turn? Latest Briefing Paper from CHASM

21/01/2015

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News from School of Education

Atom Feed (<http://www.birmingham.ac.uk/news/feeds/birmingham-education>)

Dr Penny Lacey (</schools/education/news/2015/01/dr-penny-lacey.aspx>)

It is with great sorrow that we have to announce that Dr Penny Lacey passed away peacefully on Monday 12 January 2015. We will remember her as a colleague who was admired by both her students and the community for the contributions that she made to the field through her teaching and research.

19/01/2015

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'What is Character? Virtue Ethics in Education' MOOC attracts huge interest (</schools/education/news/2015/01/what-is-character-virtue-in-ethics-mooc.aspx>)

The Jubilee Centre for Character and Virtues' Massive Open Online Course (MOOC), 'What is Character? Virtue Ethics in Education' has attracted a huge amount of interest ahead of its launch, reflecting the growing interest in character education.

15/01/2015

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News from School of Government and Society

Atom Feed (<http://www.birmingham.ac.uk/news/feeds/birmingham-governance>)

Oil crisis: can short-term pain lead to economic gain for Russia? (<http://www.birmingham.ac.uk/news/thebirminghambrief/items/2015/01/oil-crisis-22-01-15.aspx>)

The recent crash in oil prices is causing much anxiety in oil-producing states. From Iran to Venezuela, many have come to rely on elevated oil prices to fuel economic growth and support government spending.

23/01/2015

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Blog: Shuffling the decks: quick fixes versus long-term stability (<http://www.developmentprogress.org/blog/2015/01/22/shuffling-decks-quick-fixes-versus-long-term-stability>)

Development Progress Blog. Ahead of the launch of our case studies on security progress in Liberia and Timor-Leste, Suda Perera writes on the risk that 'quick fixes' to violent conflict pose to development in the long-term. Taking the example of the Democratic Republic of Congo, she outlines the pitfalls of empowering warring parties and the challenging reality that good elections do not necessarily result in good democracy.

23/01/2015

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