

News from across the College

News from Business School

Atom Feed (<http://www.birmingham.ac.uk/news/atom>)**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 Szmagin 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

Social Sciences (/university/colleges/socsci/news.aspx?NewsListingOrig_List_GoToPage=2&NewsListingOrig_List_GoToPage=2&stylemediatype=print&TaxonomyKey=0/1/187/196)

**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

Social Sciences (/university/colleges/socsci/news.aspx?NewsListingOrig_List_GoToPage=2&NewsListingOrig_List_GoToPage=2&stylemediatype=print&TaxonomyKey=0/1/187/196)



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News from School of Social Policy

Atom Feed (<http://www.birmingham.ac.uk/news/atom>)**NHS Leadership Academy Award in Executive Healthcare Leadership** (</schools/social-policy/departments/health-services-management-centre/news/2015/01/nhs-leadership-academy-award-in-executive-healthcare-leadership.aspx>)

HSMC would like to take this opportunity to congratulate the 207 Nye Bevan participants who have been awarded the NHS Leadership Academy Award in Executive Healthcare Leadership.

26/01/2015

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Diversity and Superdiversity: Sociocultural linguistic perspectives (</schools/social-policy/departments/applied-social-studies/news-and-events/2015/01/diversity-and-superdiversity-sociocultural-linguistic-perspectives.aspx>)

Angela Creese and Adrian Blackledge from the Institute for Research into Superdiversity (IRIS) at the University of Birmingham, are plenary speakers at the 'Diversity and Superdiversity: Sociocultural Linguistic perspectives' Conference at Georgetown University, USA, 13-15 March 2015.

26/01/2015

Research (/university/colleges/socsci/news.aspx?NewsListingOrig_List_GoToPage=2&NewsListingOrig_List_GoToPage=2&stylemediatype=print&TaxonomyKey=0/1/187/195), **Social Sciences** (/university/colleges/socsci/news.aspx?NewsListingOrig_List_GoToPage=2&NewsListingOrig_List_GoToPage=2&stylemediatype=print&TaxonomyKey=0/1/187/196)

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News from School of Education

Atom Feed (<http://www.birmingham.ac.uk/news/atom>)**'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

Social Sciences (/university/colleges/socsci/news.aspx?NewsListingOrig_List_GoToPage=2&NewsListingOrig_List_GoToPage=2&stylemediatype=print&TaxonomyKey=0/1/187/196)

Inclusive design: its impact on young people with visual impairments (</schools/education/news/2015/01/inclusive-design.aspx>)

Rachel Hewlett presents findings from the Longitudinal Transitions Research Study at a conference in San Diego

15/01/2015

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News from School of Government and Society

Atom Feed (<http://www.birmingham.ac.uk/news/atom>)**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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