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## ENGAGING ON CLIMATE CHANGE : DIRECTION AND PRINCIPLES FOR DEVELOPING A CLIMATE CHANGE COMMUNICATIONS AND ENGAGEMENT STRATEGY



Engaging on climate change  
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communications and engagement strategy

LAMBERT

LAP Lambert Acad. Publ. Apr 2010, 2010. Taschenbuch. Condition: Neu. This item is printed on demand - Print on Demand Neuware - Climate change is a global challenge that requires immediate individual and collective action. The self-evident fact that information alone is unable to motivate action suggests that effective communications and engagement will be critical in stimulating the required response. This research project explores how strategic thinking can be employed to support the New Zealand Government's climate change communication...

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- Authored by Alex Hannant
- Released at 2010



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