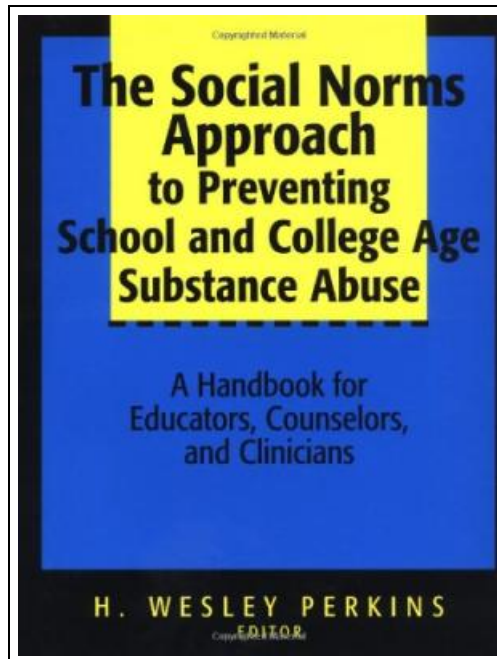


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Jossey-Bass, 2003. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: "Too much talk about the alcohol issue is rhetorical. The Social Norms Approach offers a refreshingly honest and helpful approach to the drinking crisis on our campuses by using the peer group as part of the solution." - Richard H. Hersh, president, Trinity College, Hartford, Connecticut " book is a compendium of applications and cutting-edge findings for a promising new approach to campus alcohol abuse prevention. It is essential reading for student personnel administrators in college mental health, fraternity and sorority affairs, and alcohol and other drug abuse counseling." - Phillip W. Meilman, director, Counseling and Psychological Services, Courtesy Professor of Human Development and associate professor of psychology in Clinical Psychiatry, Cornell University "At last, a compendium of social norms information that addresses both the theory and practice of employing this model in higher and secondary education. This social norms handbook for educators, counselors, and clinicians succinctly prepares these professionals to act on high-risk student behavior rather than react to it." & - Robert J. Chapman, coordinator, AOD Program and associate faculty, clinical and counseling psychology, La Salle University "Social norms pioneer Wes Perkins has assembled the country's leading theorists and practitioners to create the most comprehensive guide available in this cutting-edge field." - Timothy C. Marchell, director of alcohol policy initiatives, Cornell University "High-risk drinking and its consequences continue to plague those of us in higher education administration. If five years from now we are still chasing our tails ineffectually because we haven't put the empirically based strategies outlined in this book into practice on our campuses- then shame on us." - Ray Schwarz, associate vice president for student affairs, State University of New York, College at New Paltz "In my community, multiple...



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