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Food and Agriculture Organization of the United Nations, UNEP United Nations Environment Programme, World Organisation for Animal Health, World Health Organization, 2024-10-22 Antimicrobial resistance AMR is a pressing global concern that requires attention and creative solutions Young people today will face the consequences of inaction and increased risks of AMR The Quadripartite which consists of the Food and Agriculture Organization of the United Nations FAO the United Nations Environment Programme UNEP the World Health Organization WHO and the World Organisation for Animal Health WOAH strongly believes that young people can play an important role in bringing together wider society and stakeholder groups to tackle AMR Young people as agents of change can raise awareness about AMR and advocate for local and global solutions Youth were also identified as one of four priority target audiences during two global consultations on raising awareness about AMR organized in 2022 by the Quadripartite In response the Quadripartite has developed this practical toolkit for engaging youth in AMR based on consultations with young people themselves The aim of this practical toolkit is to equip youth led networks and youth serving organizations with resources to engage young people in AMR communication education and campaigns for awareness raising advocacy and behaviour change The practical toolkit consists of 11 tools a resource pack and case studies of good practices of youth engagement in the AMR response *The Ultimate Marketing Engine* John Jantsch, 2021-09-21 A step by step system for creating customers and clients for life In a world that is difficult for business professionals to cut through noise to create relationships with their customers organizations that focus on converting their customers to members and helping them achieve lasting transformation rather than simply offering the transaction of the moment are winning The Ultimate Marketing Engine teaches you how to develop a system to take every customer from where they are to where they want to be by building on the innovative principles first brought to the marketing world in Duct Tape Marketing and honed over three decades of working with thousands of businesses In this book you will learn Why strategy must come before tactics How to narrow your focus and choose only ideal customers Why no one wants what you sell and what they actually want How to use story and narrative as the voice of strategy How to construct the perfect customer journey How to grow your business with your customers This book introduces the Customer Success Track an innovative new approach to marketing strategy that will transform how you view your business your marketing and how you view every customer The Ultimate Marketing Engine will help you take control of your marketing while creating ridiculously consistent business growth *Convert Traffic into Long-Term Customers: The Ultimate Funnel Optimization Guide* Simon Schroth, 2025-04-01 Driving traffic to your website is one thing but turning that traffic into loyal paying customers is the real challenge In *Convert Traffic into Long Term Customers* you will learn how to optimize your sales funnels to increase conversions build customer loyalty and maximize lifetime value This book breaks

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