

Contents

1 Persuasive Communication	1
Jean-Paul Close and Jaap Ham	
2 The AiREAS Proof of Principle—POP Relating Air Quality to Health and Lifestyle	31
Jean-Paul Close, Nicolette Meeder and John Schmeitz	
3 The Backpack Project	69
Jean-Paul Close and Nicolette Meeder	
4 New Entrepreneurship	79
Jean-Paul Close and John Schmeitz	
5 Event-Linked Communication	97
Jean-Paul Close, Eric de Groot and Pierre Cluitmans	
6 Multicultural Context	115
Jean-Paul Close and Rüstem Demir	
7 Level 4 Sustainocratic Regional Development	125
Jean-Paul Close	
8 Annex: Executive Summary and Health Deal	141
Jean-Paul Close and Eric de Groot	
Index	155