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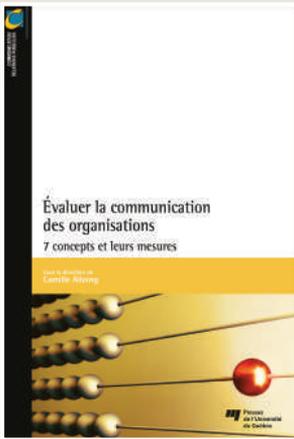
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## ÉVALUER LA COMMUNICATION DES ORGANISATIONS

7 concepts et leurs mesures

EVALUATING ORGANIZATIONAL  
COMMUNICATIONS

7 concepts and how they are measured

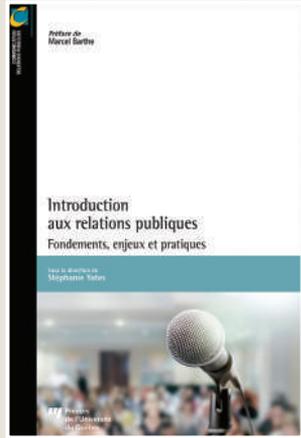
Edited by **Camille Allouing**

As is the case with all strategic activities, communication also needs to be evaluated. While objectives can be set to guide actions, it is complicated to measure the actual effects of communications. There are problems with existing measures, since they can vary depending on the needs, situations, or even the tools used. Even if there is no magic solution, there are however relevant questions and proven ways to best support current and future practitioners in evaluating their practices. This book is intended for practitioners, students and teachers. Its objective is to provide guidance in evaluating communications strategies.

**CAMILLE ALLOING** is a professor in public relations at Université du Québec à Montréal (UQAM). He is a director at Laboratoire sur l'influence et la communication (LabFluens), and researcher at Laboratoire sur la communication et le numérique (LabCMO).

**INTRODUCTION AUX RELATIONS  
PUBLIQUES**
**Fondements, enjeux et pratiques**
**INTRODUCTION TO PUBLIC  
RELATIONS**

Key principles, issues and practices

**Edited by Stéphanie Yates**


A professional environment bombarded by advances in technology—social-digital media at the forefront—, information overload, the triumph of populism, and the age of “alternative facts”, rising inequalities, and the cynicism this can create in respect to institutions, all these aspects create a number of challenges for public relations professionals. The book provides an overview of the public relations profession, addressing both the theories underpinning its key principles, as well as the issues the profession faces with current practices. For educational purposes, reflective questions are provided at the end of each chapter to encourage a more in-depth analysis. A section on case studies is also provided.

**STÉPHANIE YATES** is a professor at the Department of Social and Public Communication at Université du Québec à Montréal (UQAM).





## LE DÉVELOPPEMENT GLOBAL DE L'ENFANT DE 0 À 6 ANS EN CONTEXTES ÉDUCATIFS, 2<sup>E</sup> ÉDITION

GLOBAL CHILD  
DEVELOPMENT FROM AGES 0  
TO 6 YEARS  
IN EDUCATION, 2<sup>ND</sup> EDITION

Edited by **Caroline Bouchard**

The second edition of this classic book provides adults in early childhood education with the opportunity to understand and closely observe the overall development of children from birth to the age of 6 years in everyday situations. Detailed examples and situations are provided for concepts related to overall development of young children, in neurological, motor, social-emotional, language, and cognitive areas. Completely updated, it reflects the current needs voiced by educators in early childhood centres, family childcare services, daycare facilities, school daycare services, as well as by teachers for 4- and 5-year-old preschool classes.

**CAROLINE BOUCHARD**, PhD, is a psychologist who specializes in the development of young children in educational contexts, and is a professor at the Department of Teaching and Learning Studies at the Faculty of Education Sciences at Université Laval.



**LE DÉVELOPPEMENT GLOBAL  
DE L'ENFANT DE 6 À 12 ANS  
EN CONTEXTES ÉDUCATIFS,  
2<sup>E</sup> ÉDITION**

GLOBAL CHILD DEVELOPMENT  
FROM AGES 6 TO 12 YEARS  
IN EDUCATION, 2<sup>ND</sup> EDITION

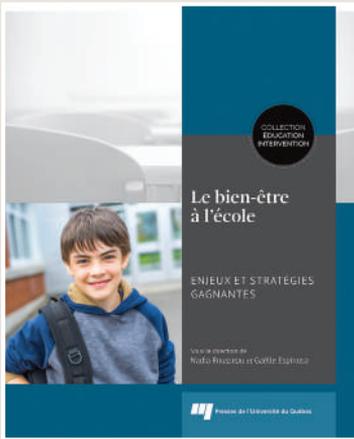
**Edited by Caroline Bouchard**



Primary school teachers and childcare service educators both have a critical role in global childhood development. Additionally, teachers and educators need to fully understand the various dimensions of this development so they can best help children learn. Following a similar structure as the previous publication, this book outlines the most important concepts in overall development for children aged 6 to 12 years. Each aspect—neurological, motor, psychomotor, social-emotional, cognitive, and language—is presented in detail, both in terms of theory and practice. Summary and reflective exercises are also provided.

**CAROLINE BOUCHARD**, PhD, is a psychologist who specializes in the development of young children in educational contexts, and is a professor at the Department of Teaching and Learning Studies at the Faculty of Education Sciences at Université Laval.





## LE BIEN-ÊTRE À L'ÉCOLE

Enjeux et stratégies gagnantes

WELL-BEING AT SCHOOL

Issues and winning strategies

Edited by **Nadia Rousseau**  
and **Gaëlle Espinosa**

Considering that children spend a significant part of their lives at school, having a quality school experience is critical for them to develop their social skills and ability to learn. Therefore, schools must provide a safe environment for students, at all levels of education. Among the disciplines that study well-being at school, pedagogical psychology, which specifically uses psychology research and theories for resolving problems in education, focuses on child and adolescent well-being at school. This 15-chapter book, with reflections and contributions from Belgium, Canada, France and Switzerland, presents issues regarding student well-being at school, as well as winning strategies to achieve this goal.

**NADIA ROUSSEAU**, PhD, is a professor at the Education Sciences Department at Université du Québec à Trois-Rivières (UQTR), and director of the Réseau de recherche et de valorisation de la recherche pour le bien-être et la réussite en contexte de diversité.

## GÉRER EFFICACEMENT SA CLASSE

Les cinq ingrédients essentiels

EFFECTIVE CLASSROOM  
MANAGEMENT

The five essential ingredients

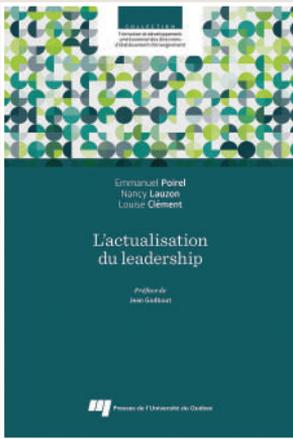
**Nancy Gaudreau**



Classroom management is a complex task that requires a broad range of skills. It has a major impact on student progress and success, and is the basis for a healthy and safe environment that is conducive to learning. This book's objective is to provide teachers and support professionals with the tools needed for effective classroom management practices. The five components of classroom management are firstly addressed: resource management (time, space and materials), establishing clear expectations, developing positive social relationships, student attention and engagement in respect to the topic being taught, and managing unruly behaviour.

**NANCY GAUDREAU** is a professor at the Department of Teaching and Learning Studies at the Faculty of Education Sciences at Université Laval.





## L'ACTUALISATION DU LEADERSHIP

LEADERSHIP DEVELOPMENT

**Emmanuel Poirel, Nancy Lauzon  
and Louise Clément**

This leadership guide is intended for school administrator professional development and training. It is based on a three-pillar learning leadership development model: self-awareness, institutional analysis, and the art of developing interpersonal trust. Using plain language, this book outlines the knowledge that must be leveraged for an administration to be able to build a strong professional identity anchored on values, personality and emotional competencies (awareness), to perform an environmental analysis in order to make the best management decisions (analyzing), and to foster interpersonal trust with team and community members (act).

**EMMANUEL POIREL**, PhD, is a professor at Université de Montréal. **NANCY LAUZON**, Ph D, is a professor at Université de Sherbrooke. **LOUISE CLÉMENT**, DBA, is a professor at Université Laval.

## AUTOÉVALUATION EN FORMATION À DISTANCE

Intérêts, logiques et stratégies

SELF-ASSESSMENT  
IN DISTANCE LEARNING

Interest, logistics and strategies

Edited by Jean-Marc Nolla,  
Ghislain Samson and France Lafleur



Digital technologies are driving major changes in how learning outcomes are evaluated. In teaching, changes provide an opportunity for adapting teacher evaluative practices and for reflection. For this reason, this book is a compilation of texts showing how and why to evaluate in other ways with digital media in distance learning. The various contributions offer a variety of concrete forms and strategies for evaluations. This book is divided into three parts: self-assessment of educational learnings, developing distance learning competencies and the related self-assessment strategies, and lastly, the new evaluation culture in distance learning, and the benchmarks to support self-assessment.

**JEAN-MARC NOLLA** is a professor at the Department of Education at Université du Québec en Abitibi-Témiscamingue (UQAT). **GHISLAIN SAMSON**, formerly the dean of academic management and faculty affairs and professor at Université du Québec à Trois-Rivières (UQTR), is currently the rector at Université du Québec à Chicoutimi (UQAC). **FRANCE LAFLEUR** is a professor at the Education Sciences Department at Université du Québec à Trois-Rivières (UQTR) as a specialist in distance learning and webconference online education.



## ÉVALUATION DES APPRENTISSAGES EN FORMATION À DISTANCE

Enjeux, modalités et opportunités de formation en enseignement supérieur

ASSESSMENT OF LEARNING THROUGH DISTANCE LEARNING

Issues, conditions and opportunities in higher education

Edited by France Lafleur,  
Jean-Marc Nolla and Ghislain Samson

While distance learning has taken on a key role, evaluating what is learned is one of the most difficult tasks. Teaching staff are not always prepared for this. What are the current trends in distance learning assessment? How do you use assessments for student learning and to support educators? What are the preferred ways to evaluate learning based on the activities done? What is the research knowledge in terms of practices for evaluating distance learning? What are the practices and challenges, particularly for plagiarism? Primarily intended for teachers, educational consultants, college and university students, this book brings together the expertise of 16 researchers and professionals in francophone education.

**FRANCE LAFLEUR** is a professor at the Education Sciences Department at Université du Québec à Trois-Rivières (UQTR) as a specialist in distance learning and webconference online education. **JEAN-MARC NOLLA** is a professor at the Department of Education at Université du Québec en Abitibi-Témiscamingue (UQAT). **GHISLAIN SAMSON**, formerly the dean of academic management and faculty affairs and professor at Université du Québec à Trois-Rivières (UQTR), is currently the rector at Université du Québec à Chicoutimi (UQAC).

## FORMATION À DISTANCE DANS LES PAYS ÉMERGENTS

Perspectives et défis

DISTANCE LEARNING  
IN EMERGING COUNTRIES

Perspectives and challenges

**Edited by Ghislain Samson  
and France Lafleur**



This often involves areas that are vast, not easily accessible, or densely populated, with limited class spaces. This collective work includes texts originating from various countries, such as Canada, Haiti, Congo, Tunisia, Cameroon, and Ghana. Teachers, educators and researchers come together to share their knowledge, experiences and the outcomes of their research. Intended for an international readership, these 10 chapters divided into 3 sections outline the issues, conditions, and education opportunities in higher education to expand the possibilities of distance learning, and the related challenges.

**GHISLAIN SAMSON**, formerly the dean of academic management and faculty affairs and professor at Université du Québec à Trois-Rivières (UQTR), is currently the rector at Université du Québec à Chicoutimi (UQAC). **FRANCE LAFLEUR** is a professor at the Education Sciences Department at Université du Québec à Trois-Rivières (UQTR) as a specialist in distance learning and webconference online education.



## PRATIQUES ET INNOVATIONS À L'ÈRE DU NUMÉRIQUE EN FORMATION À DISTANCE

**Technologie, pédagogie et formation**

PRACTICES AND INNOVATIONS  
IN THE DIGITAL ERA OF DISTANCE  
LEARNING

Technology, pedagogy and education

**Edited by France Lafleur, Vincent Grenon  
and Ghislain Samson**

We recognize and hire university educators based on them being subject-matter experts and not expert technology educators. In general, they are poorly equipped for giving online courses. They are forced to learn to teach in another paradigm, using web-casting platforms and new technologies that they don't necessarily know how to use properly. This book presents a number of digital tools and devices that foster distance learning collaboration and interaction, which can be in real time (synchronous), non-real time (asynchronous) or a hybrid format. Various technology and digital pedagogy practitioners, experts, professors, researchers, and advisors contributed to this collective work in order to respond to the various student education needs and to improve accessibility to quality teaching.

**FRANCE LAFLEUR** is a professor at the Education Sciences Department at Université du Québec à Trois-Rivières (UQTR) as a specialist in distance learning and webconference online education. **VINCENT GRENON** has a master's degree from Université de Sherbrooke, where he is also a professor. **GHISLAIN SAMSON**, formerly the dean of academic management and faculty affairs and professor at Université du Québec à Trois-Rivières (UQTR), is currently the rector at Université du Québec à Chicoutimi (UQAC).

**RECHERCHE SOCIALE,  
7<sup>E</sup> ÉDITION****De la problématique à la collecte  
de données**SOCIAL RESEARCH  
7<sup>TH</sup> EDITION

From the problem to data collection

**Edited by Isabelle Bourgeois**

This new edition is a pedagogical work for training novice investigators using a disciplined and open procedural approach. The book reflects on the evolving research methods in humanities and social sciences, while building on the foundations set out in the earlier editions. All the chapters in this seventh edition were revised to factor in the methodological and epistemological developments that have taken place in recent years, as well as the social movements driving these developments, such as citizen involvement, decolonization, and feminism.

**ISABELLE BOURGEOIS** is an associate professor at the Faculty of Education at the University of Ottawa. Her research work focuses on measuring and building organizational evaluation capacity.





## FINANCE OFFSHORE ET PARADIS FISCAUX

Légal ou illégal?

OFFSHORE FINANCE  
AND TAX HAVENS

Legal or illegal?

**Franck Jovanovic**

Offshore finance is considered to be the most radical financial innovation of the last 60 years. Largely unknown, it has been part of and profoundly changed the global economy. It goes hand-in-hand with tax havens. This practical and accessible book explains, with examples throughout, both legal and illegal offshore strategies used by companies and individuals to avoid taxes, create an environment that is conducive for certain economic activities, such as corruption or money laundering. You will also discover how offshore finance and tax havens have developed an extranational system that has changed how money is generated, resulting in a parallel banking system. Readers are provided with the information so they can form their own opinion about issues that divide various communities.

**FRANCK JOVANOVIC** is a professor of economics and finance at Université TELUQ (distance learning university within the Université du Québec network) and associate researcher at Université d'Orléans in France. He has over 20 years of international experience as a university professor and specialized consultant for organizations.

**INNOVATIONS SOCIALES ET JUSTICE  
SOCIALE AU REGARD DE LA THÉORIE  
CRITIQUE DE NANCY FRASER**

SOCIAL INNOVATIONS AND SOCIAL  
JUSTICE IN RESPECT TO NANCY  
FRASER'S CRITICAL THEORY

**Edited by Paul-André Lapointe  
and Martine D'Amours**



Moving beyond the standard, subspecialized and compartmentalized approaches, Nancy Fraser provides an opportunity to take a deep dive into the current multidimensional crisis (social, economic, political, ecological, and health) and possible solutions, while remaining focused on the critical theory, which seeks to identify forms of domination and strive for emancipation. Members of CRISES (Centre for Research on Social Innovations), the authors evoke Nancy Fraser's theory of social justice to better understand the case studies presented in this book. Cases involve living conditions of single-parent immigrant women, and people who are marginalized and homeless, as well as working conditions of university research professionals, and of temporary foreign workers in the poultry industry. They also involve specific collective organizations, such as habitat-santé le Mimosa du Quartier, les Maisons familiales rurales in France, or work cooperatives for taxis in Europe and in waste collection in Brazil.

**PAUL-ANDRÉ LAPOINTE**, sociologist, is a professor at Université Laval and assistant director at CRISES. **MARTINE D'AMOURS**, sociologist, is a professor at Université Laval and co-lead for the jobs and employment division of CRISES.



## FOUCAULT SOCIOLOGUE

Critique de la raison impure

FOUCAULT SOCIOLOGIST

Critique of impure reason

Marcelo Otero

The work of Michel Foucault is in a class of its own since it covers a wide range of topics (philosophy, sociology, history, anthropology, criminology, medicine, psychology, linguistics, law, etc.). Foucault is not a sociologist in the classic sense, but his social theory is powerful and innovative. Which one? How can we use this today? How is it relevant for theorizing on social issues? What are the associated benefits, limitations, disadvantages? What is the style of “social reasoning” taken from his vast and complex work? These are the questions that guide an analysis of Foucault’s overall work in this book. Following the historic chronology of his research as well as the innovative directions of his thinking, this book is mainly intended for a university readership, and it demonstrates the rich theoretical and methodological evolution in Foucault’s theories.

**MARCELO OTERO** is a professor at the Department of Sociology at Université du Québec à Montréal. He is the author of a number of publications, including *L’ombre portée : l’individualité à l’épreuve de la dépression* (Boréal, 2012) and *Les fous dans la cité : sociologie de la folie contemporaine* (Boréal, 2016).

## LES RECONFIGURATIONS DE L'ÉCHANGE MARCHAND

Tour d'horizon, enjeux et perspectives

RECONFIGURATION  
IN COMMERCIAL TRADE

Overview, issues and perspectives

Edited by **Myriam Ertz,**  
**Damien Hallegatte and Julien Bousquet**



New forms of consumer trade are emerging. These commercial trade reconfigurations blur the lines between producer and consumer, between production and distribution, and between purchasing and consuming. This book provides an overview of how commercial trade has reorganized in various areas and according to different approaches, to show how this re-design is taking form conceptually and also in practice. The book has 11 chapters written by French and Canadian experts and represents a departure from the business-centric managerial paradigm focused on economic and financial optimization. This book is intended for a broad readership, particularly students, researchers, businesses, associations and public authorities.

**MYRIAM ERTZ** is a professor in marketing at Université du Québec à Chicoutimi (UQAC) and head of Laboratoire de recherche sur les nouvelles formes de consommation (LaboNFC). **DAMIEN HALLEGATTE** and **JULIEN BOUSQUET** are marketing professors at UQAC.



## LE CERVEAU, UNE GALAXIE DANS VOTRE TÊTE

**Tout ce que nous savons sur le cerveau simplifié  
et vulgarisé**

THE BRAIN, A GALAXY  
WITHIN YOUR HEAD

Everything you wanted to know about the brain in easy-  
to-understand, plain language

**David Fortin**

People often seek out mystery and fascination. There is no need to go very far. Look no further than the skull, which contains one of the biggest mysteries of all time: the human brain. This book provides an overview of the most up-to-date information about the brain, written in plain language. It starts off with a brief history of neurosciences, and then explores the various aspects of anatomy and how the brain works, and also covers cognitive functions. After presenting information about the brain, it goes on to describe conditions that can affect the brain. The final section takes a more philosophical tone and deals with nature of consciousness, the promises of artificial intelligence, and the influence of new technologies on the brain. This book is intended for those who are curious and want to better understand the brain, its structure, and how it works.

**Dr. DAVID FORTIN** is a neuro-oncologist, neurosurgeon, and professor at the Faculty of medicine and health sciences at Université de Sherbrooke. He leads the brain tumour research laboratory.



## L'IMAGE CORPORELLE SOUS TOUTES SES FORMES

BODY IMAGE IN ALL  
ITS FORMS

Edited by Annie Aimé, Jacinthe Dion  
and Christophe Maïano



How does body image develop? What are its specific characteristics with factors such as excess weight, sexual orientation, or minority gender identity, or with illnesses such as cancer? Does body image change over the course of a person's life? What is body image like for young people and the elderly? Supported by the expertise of some forty Canadian, American, and European experts, this book describes the characteristics and ramifications of body image. It focuses on how it presents in various contexts, covering romantic, community, and school settings, as well as with certain groups of people, such as children and athletes. The book deals with up-to-date and recognized assessment and intervention practices, and explores treatment options that are promising and less conventional, such as virtual reality and psychocorporal practices.

**ANNIE AIMÉ**, PhD, is a psychologist and professor at Université du Québec en Outaouais (UQO).  
**JACINTHE DION**, PhD, is a psychologist and professor at Université du Québec à Chicoutimi (UQAC).  
**CHRISTOPHE MAÏANO**, PhD, has a doctorate in science and technology of physical activities and sports from Université Montpellier and is a professor at the Department of psychoeducation and psychology at Université du Québec en Outaouais (UQO).



## LA SEXOLOGIE CLINIQUE

**Une pratique psychothérapeutique  
inclusive et intégrative**

CLINICAL SEXOLOGY

An inclusive and integrated  
psychotherapeutic practice

**Edited by Denise Medico**

Clinical sexology is a health profession that is developing and becoming increasingly defined as a field that is distinct from its broader origins. This collective work presents the evolving sexology psychotherapy approaches and how they are integrated in sexuality and therapy research, the conceptual development of new tools, and recent epistemological and political reflections. It outlines the theoretical and practical foundations for sexologists in training and for other clinicians interested in psychotherapy interventions on sexuality, to promote inclusive and integrated clinical practices that consider human sexuality as a subjective, complex, layered, relation-based experience.

**DENISE MEDICO**, PhD, is a psychologist and sexologist, and professor at the Department of Sexology at Université du Québec à Montréal.





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