

Beyond Marketing La Lezione Dellasia

After 30 years as a war correspondent for a major European magazine, Tiziano Terzani turns into a correspondent against all wars.

Feared throughout the Far East, Japanese pirates were likened to 'black demons' and 'flood dragons'. For centuries relations between Japan, Korea and China were carried out through a bizarre trinity of war, trade and piracy. The piracy, which combined the other elements in a violent blend of free enterprise, is the subject of this original and exciting book. Stephen Turnbull vividly recreates the pirates' daily lives, from legitimate whaling and fishing trips to violent raids. He explores the bases and castles used by the pirates and uses eyewitness accounts and original artwork to give stunning descriptions of a vicious and brutal life.

Result of a joint research project conducted by the Institute for International Political Studies (ISPI) and the Center for Strategic Studies under the President of the Republic of Azerbaijan (SAM), the volume "Cooperation in Eurasia: Linking Identity, Security, and Development" aims to shed light on the drivers and on the rationale behind regional cooperation in Eurasia. In particular it investigates and ponder the weight of identity issues, security perceptions, and economic development needs for interstate cooperation in the Eurasian context, by taking into account both supra-national frameworks and regional scenarios. Accordingly, the book is divided in two parts, focusing respectively on "Cooperation and Competition at Multilateral Level" and on "Regional Case Studies".

"The development of document quality control (DQC) policies is a continuous process that needs constant adjustment. An overall dynamic approach must be followed to understand current practices and to outline possible improvements. The present study adopts both a theoretical and a comparative perspective."--Editor.

Television, Power and Patrimony

Can Theory Help Translators?

Ethnicity, Nationalism and Globalism in Asia

If the Sun Dies

A Dialogue Between the Ivory Tower and the Wordface

Can Theory Help Translators? is a dialogue between a theoretical scholar and a professional translator, about the usefulness (if any) of translation theory. The authors argue about the problem of the translator's identity, the history of the translator's role, the translator's visibility, translation types and strategies, translation quality, ethics and translation aids. 1775--The conflict between the British Empire and the American colonies erupts in all-out war. Rebels and loyalists to the British Crown compete for an alliance with the Six Nations of the Iroquois, the most powerful Indian confederation, boasting a constitution hundreds of years old. In the Mohawk River Valley, Native Americans and colonists have co-existed for generations. But as the thunder of war approaches and the United States struggles violently into existence, old bonds are broken, friends and families are split by betrayal, and this mixed community is riven by hatred and resentment. To save his threatened world, the Mohawk war chief Joseph Brant sets

off in a restless journey that will take him from New York to the salons of Georgian London at the heart of the British Empire.

CLIL (Content and Language Integrated Learning) has emerged since the millennium as a major trend in education. Written by Do Coyle, Philip Hood and David Marsh and drawing on their experience of CLIL in secondary schools, primary schools and English language schools across Europe, this book gives a comprehensive overview of CLIL. It summarises the theory which underpins the teaching of a content subject through another language and discusses its practical application, outlining the key directions for the development of research and practice. This book acknowledges the uncertainty many teachers feel about CLIL, because of the requirement for both language and subject knowledge, while providing theoretical and practical routes towards successful practice for all.

The last decade has seen an incredible growth in the production and distribution of images and other cultural artefacts. The internet is the place where all these cultural products are stored, classified, voted, collected and trashed. What is the impact of this process on art making and on the artist? Which kind of dialogue is going on between amateur practices and codified languages? How does art respond to the society of information? This is a book about endless archives, image collections, bees plundering from flower to flower and hunters crawling through the online wilderness. Alterazioni Video, Kari Altmann, Cory Arcangel, Gazira Babeli, Kevin Bewersdorf, Luca Bolognesi, Natalie Bookchin, Petra Cortright, Aleksandra Domanovic, Harm van den Dorpel, Constant Dullaart, Hans-Peter Feldmann, Elisa Giardina Papa, Travis Hallenbeck, Jodi, Oliver Laric, Olia Lialina & Dragan Espenshied, Guthrie Lonergan, Eva and Franco Mattes, Seth Price, Jon Rafman, Claudia Rossini, Evan Roth, Travess Smalley, Ryan Trecartin.

The New Social Operating System

Linking Identity, Security, and Development

Film, Experience, Modernity

Integration and Exclusion in Europe

Fans, Publishers, Designers, and the Marketing of Fiction

Youth, Catholic Church and Religions in Asia

The multi-talented Don Oriolo has brought us Felix The Cat's adventures through movies, television, comic books, merchandising, and song. The wonderful book Felix The Cat Paintings collects art by Don Oriolo - paintings that are colorful, imaginative, and a fitting tribute to his muse, the World's Most Famous Cat, Felix! Featuring a Foreword by Craig Yoe, with essays from cartoon

aficionados Jerry Beck, Mark Evanier, David Gerstein, and Paul Castiglia. What Fun!

How social networks, the personalized Internet, and always-on mobile connectivity are transforming—and expanding—social life. Daily life is connected life, its rhythms driven by endless email pings and responses, the chimes and beeps of continually arriving text messages, tweets and retweets, Facebook updates, pictures and videos to post and discuss. Our perpetual connectedness gives us endless opportunities to be part of the give-and-take of networking. Some worry that this new environment makes us isolated and lonely. But in Networked, Lee Rainie and Barry Wellman show how the large, loosely knit social circles of networked individuals expand opportunities for learning, problem solving, decision making, and personal interaction. The new social operating system of “networked individualism” liberates us from the restrictions of tightly knit groups; it also requires us to develop networking skills and strategies, work on maintaining ties, and balance multiple overlapping networks. Rainie and Wellman outline the “triple revolution” that has brought on this transformation: the rise of social networking, the capacity of the Internet to empower individuals, and the always-on connectivity of mobile devices. Drawing on extensive evidence, they examine how the move to networked individualism has expanded personal relationships beyond households and neighborhoods; transformed work into less hierarchical, more team-driven enterprises; encouraged individuals to create and share content; and changed the way people obtain information. Rainie and Wellman guide us through the challenges and opportunities of living in the evolving world of networked individuals.

Provides alternative solutions to such global problems as population control, emerging water shortages, eroding soil, and global warming, outlining a detailed survival strategy for the civilization of the future.

Ginsborg, a noted historian of contemporary Italy, here explains why Silvio Berlusconi should be taken seriously. This book combines historical narrative with careful analysis of Berlusconi's political development.

State Institutions and Foreign Direct Investment in Emerging Economies

Asia Maior (2018)

Asia Maior. The Chinese-american Race for Hegemony in Asia (2015)

Migrants, Ethnic Minorities and the Labour Market

The Rise of the Network Society

Eye of the Century

This first book in Castells' groundbreaking trilogy, with a substantial new preface, highlights the economic and social dynamics of the information age and shows how the network society has now fully risen on a global scale.

Groundbreaking volume on the impact of the age of information on all aspects of society Includes coverage of the influence of the internet and the net-economy Describes the accelerating pace of innovation and social transformation Based on research in the USA, Asia, Latin America, and Europe

This text is a parallel character version of Intermediate Chinese.

Anthropology has two main tasks: to understand what it is to be human and to examine how humanity is manifested differently in the diversity of culture. These tasks have gained new impetus from the extraordinary rise of the digital. This book brings together several key anthropologists working with digital culture to demonstrate just how productive an anthropological approach to the digital has already become. Through a range of case studies from Facebook to Second Life to Google Earth, Digital Anthropology explores how human and digital can be defined in relation to one another, from avatars and disability; cultural differences in how we use social networking sites or practise religion; the practical consequences of the digital for politics, museums, design, space and development to new online world and gaming communities. The book also explores the moral universe of the digital, from new anxieties to open-source ideals. Digital Anthropology reveals how only the intense scrutiny of ethnography can overturn assumptions about the impact of digital culture and reveal its profound consequences for everyday life. Combining the clarity of a textbook with an engaging style which conveys a passion for these new frontiers of enquiry, this book is essential reading for students and scholars of anthropology, media studies, communication studies, cultural studies and sociology.

‘ Transdisciplinarity ’ is a form of research and practice that synthesises knowledge from a range of academic disciplines and from the community. There is now global interest and a significant body of work on transdisciplinarity and its potential to address the apparently intractable problems of society. This creates the opportunity for a specific focus on its practical application to sustainability issues. Transdisciplinary Research and Practice for Sustainability Outcomes examines the role of transdisciplinarity in the transformations needed for a sustainable world. After an historical overview of transdisciplinarity, Part I focuses on tools and frameworks to achieve sustainability outcomes in practice and Part II consolidates work by a number of scholars on supporting transdisciplinary researchers and practitioners. Part III is a series of case studies including several international examples that demonstrate the challenges and rewards of transdisciplinary work. The concluding chapter proposes a future research pathway for understanding the human factors that underpin successful transdisciplinary research. As Emeritus Professor Valerie Brown AO notes in her Preface, this book moves transdisciplinary inquiry into the academic and social mainstream. It will be of great interest to researchers and practitioners in the fields of sustainability, qualitative research methods, environmental impact assessment and development studies.

Letters Against the War

811-1639

CLIL

Visualising Facebook

Asia Maior (2020)

A Study

In international economic law, the principle of good faith has been argued and applied in a highly fragmented and disjointed way, leading to inconsistent decisions by tribunals. This book provides a comprehensive analysis of the principle and practice of good faith, and its relationship with international trade and investment.

How do books attract their readers? This collection takes a closer look at book covers and their role in promoting sales and shaping readers' responses. Judging a Book by Its Cover brings together leading scholars, many with experience in the publishing industry, who examine the marketing of popular fiction across the twentieth century and beyond. Using case studies, and grounding their discussions historically and methodologically, the contributors address key themes in contemporary media, literary, publishing, and business studies related to globalisation, the correlation between text and image, identity politics, and reader reception. Topics include book covers and the internet bookstore; the links between books, the music industry, and film; literary prizes and the selling of books; subcultures and sales of young adult fiction; the cover as a signifier of literary value; and the marketing of ethnicity and lesbian pulp fiction. This exciting collection opens a new field of enquiry for scholars of book history, literature, media and communication studies, marketing, and cultural studies.

This book examines racial and ethnic discrimination in the labour markets and workplaces of western Europe. Scholars from ten different countries set out the experience and implications of this exclusion for two main groups: the more established second and third generations of postwar migrant descent, and the 'new' migrants, including seasonal and undocumented workers and refugees, who are vulnerable to extreme exploitation and unregulated working environments. The book finishes by addressing the implications of these issues for trade unions and employers in Europe.

In One World Emerging? Alex Inkeles clarifies the meaning of convergence in the social organization of modern societies, shows how it can be measured, and illustrates in detail the manner and degree of convergence across national boundaries. Inkeles assesses the extent to which convergence in institutional patterns is reflected in the emergence of more common attitudes, values, and daily behaviors in different national populations as individuals and communities engage with and respond to the standardizing pressures of national development and global modernization. One popular image of the probable condition of humanity in the twenty-first century anticipates a new Armageddon with all the great civilizations at war with each other. This model neglects a less dramatic but deeper-seated process of worldwide change in which national economic and political systems become more alike and populations worldwide come to adopt similar lifestyles and develop similar attitudes and values for daily living. Alex Inkeles penetrating analysis focuses on this process of convergence.

in the social organization of modern societies, shows how it can be measured, and illustrates in detail the manner and degree of convergence across national boundaries. Sensitive to evidence counter to the main trend, he gives close attention to the many instances in which national differences persist and nations and their populations diverge from a common path. At the national level, he compares and contrasts the modernization of the United States, Russia, China, and India. Focusing on particularly important institutions, he reviews the process of convergence in prestige hierarchies, the family, education, and communications. Capping the enterprise, Inkeles assesses the extent to which convergence in institutional patterns is reflected in the emergence of more common attitudes, values, and daily behaviors in different national populations as individuals and communities in North America, Europe, and increasingly in Asia engage with and respond to the standardizing pressures of national development and global modernization.

Collect the World. The Artist As Archivist in the Internet Age

Pirate of the Far East

18th European Conference on Knowledge Management (ECKM 2017)

A Comparative Perspective

Transdisciplinary Research and Practice for Sustainability Outcomes

The Regulation of Entry

Catharism was a popular medieval heresy based on the belief that the creation of humankind was a disaster in which angelic spirits were trapped in matter by the devil. Their only goal was to escape the body through purification. Cathars denied any value to material life, including the human body, baptism, and the Eucharist, even marriage and childbirth. What could explain the long popularity of such a bleak faith in the towns of southern France and Italy? *Power and Purity* explores the place of Cathar heresy in the life of the medieval Italian town of Orvieto. Based on extensive archival research, it details the social makeup of the Cathar community and argues that the heresy was central to the social and political changes of the 13th century. The late 13th-century repression of Catharism by a local inquisition was part of a larger redefinition of civic and ecclesiastical authority. Author Carol Lansing shows that the faith attracted not an alienated older nobility but artisans, merchants, popular political leaders, and indeed circles of women in Orvieto as well as Florence and Bologna. Cathar beliefs were not so much a pessimistic anomaly as a part of a larger climate of religious doubt. The teachings on the body and the practice of Cathar holy persons addressed questions of sexual difference and the structure of authority that were key elements of medieval Italian life. The pure lives of the Cathar holy people, both male and female, demonstrated a human capacity for self-restraint that served as a powerful social model in towns torn by violent conflict. This study addresses current debates about the rise of persecution, and

argues for a climate of popular toleration. Power and Purity will appeal to historians of society and politics as well as religion and gender studies.

Deze bundel gaat over de vorming van identiteit door het samenspel van etniciteit, nationalisme en de effecten van globalisering. De essays in Crossroad Civilisations: Ethnicity, Nationalism and Globalism in Asia maken de gelaagdheid en de complexiteit hiervan duidelijk.

We are currently eating, sleeping and breathing a new found religion of everything 'green'. At the very heart of responsibility is industry and commerce, with everyone now racing to create their 'environmental' business strategy. In line with this awareness, there is much discussion about the 'green marketing opportunity' as a means of jumping on this bandwagon. We need to find a sustainable marketing that actually delivers on green objectives, not green theming. Marketers need to give up the many strategies and approaches that made sense in pure commercial terms but which are unsustainable. True green marketing must go beyond the ad models where everything is another excuse to make a brand look good; we need a green marketing that does good. The Green Marketing Manifesto provides a roadmap on how to organize green marketing effectively and sustainably. It offers a fresh start for green marketing, one that provides a practical and ingenious approach. The book offers many examples from companies and brands who are making headway in this difficult arena, such as Marks & Spencer, Sky, Virgin, Toyota, Tesco, O2 to give an indication of the potential of this route. John Grant creates a 'Green Matrix' as a tool for examining current practice and the practice that the future needs to embrace. This book is intended to assist marketers, by means of clear and practical guidance, through a complex transition towards meaningful green marketing. Includes a foreword by Jonathon Porritt.

Acclaimed film scholar Francesco Casetti situates the cinematic experience within discourses of 20th century modernity. He suggests that film defined a unique gaze not only because it recorded many of the centuries most important events, but also because it determined the manner in which they were received.

Globalizing Innovation

World Development Report 2019

Indian Administration of Lord William Bentinck

Beyond marketing

Asia Maior (2019)

Character Text for Intermediate Chinese

As world powers realign their cultural outlooks, there is no better time to consider how Eurasia's complex network of ancient trade routes - which spanned high mountain ranges, open river plains and vast deserts across the continent and on to the seas beyond - fostered

economic activity and cultural communication. From perfume to spice, from religion to art, the trade and exchange of goods and ideas was crucial to the development of civilizations throughout the region, and the world. This book is the first comprehensive illustrated publication on the Silk Roads. Edited by an established authority on the subject, 'The Silk Roads' situates the ancient routes against the landscapes that defined them, to reveal the raw materials that they produced, the means of travel that were employed to traverse them and the communities that were formed by them. Organized by terrain, from steppe to desert to ocean, each section includes detailed maps, a historical overview, thematic essays and features showcasing iconic art objects, buildings and archaeological discoveries. A wealth of photographs reveal the breathtaking landscapes of Central Asia, mostly unseen by those who haven't travelled the routes. Designated a World Heritage Site by UNESCO in 2014, the Silk Road has never been of greater interest or importance than today. This beautiful publication honours the astonishing diversity in the way cultures can advance and flourish not in spite of their differences, but because of them.

Beyond marketing. La lezione dell'Asia Beyond marketing La lezione dell'Asia Franco Angeli 270.9

Work is constantly reshaped by technological progress. New ways of production are adopted, markets expand, and societies evolve. But some changes provoke more attention than others, in part due to the vast uncertainty involved in making predictions about the future. The 2019 World Development Report will study how the nature of work is changing as a result of advances in technology today. Technological progress disrupts existing systems. A new social contract is needed to smooth the transition and guard against rising inequality. Significant investments in human capital throughout a person's lifecycle are vital to this effort. If workers are to stay competitive against machines they need to train or retool existing skills. A social protection system that includes a minimum basic level of protection for workers and citizens can complement new forms of employment. Improved private sector policies to encourage startup activity and competition can help countries compete in the digital age. Governments also need to ensure that firms pay their fair share of taxes, in part to fund this new social contract. The 2019 World Development Report presents an analysis of these issues

based upon the available evidence.

Good Faith and International Economic Law

Beyond marketing. La lezione dell'Asia

Identity in Crossroad Civilisations

Document Quality Control in Public Administrations and International Organisations

The Changing Nature of Work

Peoples, Cultures, Landscapes

The impact of host country institutions and policy on innovation by multinational firms in emerging economies. In the past, multinational firms have looked to developing countries as sources of raw materials, markets, or production efficiencies, but rarely as locations for innovation. Today, however, R&D facilities and other indicators of multinational-linked innovation are becoming more common in emerging economies. In this book, Patrick Egan investigates patterns of inward foreign direct investment (FDI) in developing countries, considering the impact of host country institutions and policy on the innovative activities undertaken by multinational firms. He examines the uneven spread of innovation-intensive foreign direct investment and emerging sectoral distributions, then develops a number of arguments about the determinants of multinational innovation in developing countries. Firms are attracted by a country's supply of skilled labor and are often eager to innovate close to new markets; but, Egan finds, host country institutions and the configuration of the host country's investment policies have a strong impact on firm decisions and evolving country investment profiles. Egan uses econometric analysis to identify determinants of multinational innovation, and examines differences among state institutions as a key variable. He then offers a detailed case study, assessing Ireland's attempts to use foreign direct investment in innovation as a catalyst for development. While FDI is a potential vehicle for industrial upgrading, Egan cautions, it is neither necessary nor sufficient for development. Furthermore, innovation-intensive investments are not likely to develop linkages with local actors or otherwise embed themselves in host economies in the absence of active, discriminating policies channeled through coherent and coordinated institutions.

The Economist's Best Business Book of the Year, *The Modern Firm* is written by one of the world's leading economists and experts on business strategy and organization, and provides new insights into the changes going on in business today.

Since the growth of social media, human communication has become much more visual. This book presents a scholarly analysis of the images people post on a regular basis to Facebook. By including hundreds of examples, readers can see for themselves the differences between postings from a village north of London, and those from a small town in Trinidad. Why do women respond so differently to becoming a mother in England from the way they do in Trinidad? How are values such as carnival and suburbia expressed visually? Based on an examination of over 20,000 images, the authors argue that phenomena such as selfies and memes must be analysed in their local context. The book aims to highlight the importance of visual images today in patrolling and

controlling the moral values of populations, and explores the changing role of photography from that of recording and representation, to that of communication, where an image not only documents an experience but also enhances it, making the moment itself more exciting.

Silk Roads

Networked

Power & Purity

Manituana

One World Emerging? Convergence And Divergence In Industrial Societies

Silvio Berlusconi