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This handbook is the fourth in a series of joint publications by the European Travel Commission (ETC) and the World Tourism Organization

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(UNWTO) in the area of methodological manuals. The first three manuals were "Evaluating NTO Marketing Activities" (ISBN 9789284406364); "Tourism Market Segmentation" (ISBN 9789284412075) and "Tourism Forecasting

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Methodologies" (ISBN 9789284412389). The internet and other new technologies have changed the tourism industry in an unprecedented way, and keeping pace has become challenging. Online information is now one of the primary influences on consumer decisions in

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nearly all major markets. For example, 41 per cent of tourists arriving in Spain in 2007 had booked through the internet, and in the United States the number of trips bought online exceeded those purchased offline. Such changes are impacting and influencing the way

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destinations and companies manage and market themselves.

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included in the coursebook plus video content building on the real-life German used in the course. Course Pack (ISBN 9781473601390): includes the Coursebook, the CD and DVD Set and a Support Book containing a key to the exercises and audio transcripts).

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A masterpiece of Biblical scope, and the magnum opus of one of America ' s most enduring authors, in a commemorative hardcover edition In his journal, Nobel Prize winner John Steinbeck called East of Eden "the first book," and indeed it has the primordial

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power and simplicity of myth. Set in the rich farmland of California's Salinas Valley, this sprawling and often brutal novel follows the intertwined destinies of two families—the Trasks and the Hamiltons—whose generations helplessly reenact the fall of Adam and

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Eve and the poisonous rivalry of Cain and Abel. The masterpiece of Steinbeck ' s later years, East of Eden is a work in which Steinbeck created his most mesmerizing characters and explored his most enduring themes: the mystery of identity, the inexplicability of

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love, and the murderous consequences of love's absence. Adapted for the 1955 film directed by Elia Kazan introducing James Dean, and read by thousands as the book that brought Oprah ' s Book Club back, East of Eden has remained vitally present in American culture for

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over half a century.

Technical Textile Processes

Insurance Conference Planner

The Luckiest Lady in London

Handbook on E-marketing for Tourism

Destinations

Dartmouth Alumni Magazine

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The Game-Changing Story of the NHL's First Black Player

When it comes to your relationship with marketing, it's time to wipe the slate clean. You've been promised big results with a quick

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turnaround. You've been told that social media is a silver bullet for increased sales (so far, you haven't seen an impact). Your marketing team and vendors have overpromised and

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underdelivered, and you're disappointed. You're frustrated. Perhaps you're close to giving up on marketing entirely, but something tells you that you shouldn't-you just need to

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*know how to use it wisely. □
In Lies, Damned Lies, and Marketing, Atul Minocha reveals the root causes of your frustration and provides you with the insight you need to utilize your*

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marketing dollars for real results. He helps you understand why you need marketing, the important distinctions between marketing and sales, and how to attain the right blend

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of hard data and softer creativity to persuade your audience. Bringing with him more than thirty-five years of experience, Atul shows you how to make marketing work for you and finally

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achieve the results you've been waiting for. Suitable for both independent study and class use, this text comprises an accessible reference grammar and related

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exercises in a single volume. A tour of the world's most exciting and spectacular ""third places"" from Caesar's Palace in Las Vegas to the Guinness Storehouse in Dublin

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*Brand Lands, Hot Spots &
Cool Spaces*

*Widening Higher Education
Participation*

The Consultant

Marketing Strategy

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*Willkommen! 2 German
Intermediate course*

**From the superbly gifted
Sherry Thomas comes this
beautifully written
romance about a marriage
of convenience that**

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**turns inconveniently
passionate... Felix
Rivendale, the Marquess
of Wrenworth, is The
Ideal Gentleman, a man
all men want to be and
all women want to**

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possess. Even Felix himself almost believes this golden image. But underneath is a damaged soul soothed only by public adulation. Louisa Cantwell needs to marry

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well to support her sisters. She does not, however, want Lord Wrenworth—though he seems inexplicably interested in her. She mistrusts his outward

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perfection, and the praise he garners everywhere he goes. Still, when he is the only man to propose at the end of the London season, she reluctantly

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accepts. Louisa does not understand her husband's mysterious purposes, but she cannot deny the pleasure her body takes in his touch. Nor can she deny the pull this

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magnetic man exerts upon her. But does she dare to fall in love with a man so full of dark secrets, any one of which could devastate her, if she were to get

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any closer?

At the age of twenty-six, Maarten Troost—who had been pushing the snooze button on the alarm clock of life by racking up useless

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graduate degrees and muddling through a series of temp jobs—decided to pack up his flip-flops and move to Tarawa, a remote South Pacific island in

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the Republic of Kiribati. He was restless and lacked direction, and the idea of dropping everything and moving to the ends of the earth was

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irresistibly romantic. He should have known better. The Sex Lives of Cannibals tells the hilarious story of what happens when Troost discovers that Tarawa is

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not the island paradise he dreamed of. Falling into one amusing misadventure after another, Troost struggles through relentless, stifling

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**heat, a variety of
deadly bacteria,
polluted seas, toxic
fish—all in a country
where the only music to
be heard for miles
around is “La Macarena.”**

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He and his stalwart girlfriend Sylvia spend the next two years battling incompetent government officials, alarmingly large critters, erratic

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electricity, and a paucity of food options (including the Great Beer Crisis); and contending with a bizarre cast of local characters, including

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**“Half-Dead Fred” and the
self-proclaimed Poet
Laureate of Tarawa (a
British drunkard who’s
never written a poem in
his life). With The Sex
Lives of Cannibals,**

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Maarten Troost has delivered one of the most original, rip-roaringly funny travelogues in years—one that will leave you thankful for staples of

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American civilization such as coffee, regular showers, and tabloid news, and that will provide the ultimate vicarious adventure. Governments have

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introduced policies to widen the participation of disadvantaged students in higher education. Widening participation policies are also introduced to

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ensure that higher education contributes to social and economic outcomes. This book includes important insights from 23 leading scholars across 11

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countries on a wide range of topics that focus on government policies, institutional structures and the social and economic impacts of widening

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participation. While widening participation policies and outcomes in developed countries are more widely documented, the policies, achievements, and

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challenges in other countries such as Brazil, China, Indonesia, South Africa and Palestine are not so widely disseminated. Therefore, the 'untold

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stories' of policies and outcomes of widening participation are a key part of this book. The chapters are organised according to three overarching themes,

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**which include national
and transnational
studies of the history
of widening
participation and
current policies;
inclusive learning and**

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academic outcomes; and socioeconomic structures, concepts and theories. engages prominent academics, earlier career researchers, and

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**research students
provides a wide range of
topics related to
widening participation
explores social and
economic impact of
widening student**

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**participation presents
untold stories of
widening participation
in developing countries
experiencing growth in
youth population
Information**

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**Communication
Technologies and City
Marketing: Digital
Opportunities for Cities
Around the World
A Comprehensive
Bibliography of Spoken**

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**Word Audiocassettes
A Record of Mining,
Metallurgical, Reilway,
Financial & Engineering
Progress
Digital Opportunities
for Cities Around the**

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World

Basic German

A Grammar and Workbook

In the aftermath of World War Two, approximately three million Sudeten-Germans were expelled from their homes in the former Czechoslovakia

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because of their part in the dismemberment of the Czechoslovak Republic by Nazi Germany in 1938-39. For many years their representatives, the Sudeten-German Association, attempted in vain to redress the wrong done to their people. However, the end of the Cold War has given a new

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impetus to their campaign. Currently they attempt to block Czech entry into the EU unless there is restitution of confiscated properties. Jürgen Tampke tells the story of the Sudeten-Germans from the beginning of their settlement seven hundred years ago in what is now the Czech Republic to current times.

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Examines how ICTs contribute to the development of city marketing strategies to enhance local socio-economic development. Covers topics such as city branding, export promotion, and industry marketing. This book is divided into six parts, which are organized to guide the reader

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step by step from the macro level of the cruise industry to the micro level of operations management on board cruise ships. Part I (chapters 1-4) sets the scene for the book by characterizing the conditions under which cruise lines operate. Part II (chapters 5-8) includes four chapters that address issues of

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significance for corporate managers in the cruise sector. Part III (chapters 9-11) deal with aspects of the marketing mix employed by cruise lines to attract passengers and fill their ships. Part IV (chapters 12-15) is concerned with managerial functions related directly to the cruise product. Part V (chapters

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16-19) focuses on operational management functions on board cruise ships. The final Part VI (chapter 20) looks at future development possibilities for the cruise sector.

Tourism SMEs, Service Quality, and Destination Competitiveness
Handbook for journalism educators

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A Comprehensive Compilation of Decisions, Reports, Public Notices, and Other Documents of the Federal Communications Commission of the United States

Beguiling the Beauty

Willkommen! 1 (Third edition) German Beginner s course

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From Bohemia to the EU
Bob Fosse (1927-1987) is recognized as one of the most significant figures in post-World War II American musical theater. With his first Broadway musical, The Pajama Game in 1954, the "Fosse style" was already fully

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developed, with its trademark hunched shoulders, turned-in stance, and stuttering, staccato jazz movements. Fosse moved decisively into the role of director with Redhead in 1959 and was a key figure in the rise of the director-choreographer in

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the Broadway musical. He also became the only star director of musicals of his era--a group that included Jerome Robbins, Gower Champion, Michael Kidd, and Harold Prince--to equal his Broadway success in films. Following his unprecedented

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triple crown of show business awards in 1973 (an Oscar for Cabaret, Emmy for Liza with a Z, and Tony for Pippin), Fosse assumed complete control of virtually every element of his projects. But when at last he had achieved complete autonomy, his

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final efforts, the film Star 80 and the musical Big Deal, written and directed by Fosse, were rejected by audiences and critics. A fascinating look at the evolution of Fosse as choreographer and director, Big Deal: Bob Fosse and Dance in the American Musical

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considers Fosse's career in the context of changes in the Broadway musical theater over four decades. It traces his early dance years and the importance of mentors George Abbott and Jerome Robbins on his work. It examines how each of the

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important women in his adult life--all dancers--impacted his career and influenced his dance aesthetic. Finally, the book investigates how his evolution as both artist and individual mirrored the social and political climate of his era and allowed

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him to comfortably ride a wave of cultural changes.

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This text introduces strategic applications, global strategy, and emerging perspectives in an approach that captures the

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challenges of marketing strategy. It is designed to help students integrate the 4 Ps of marketing in a broader framework with strategic application in addressing global strategy. It features cases from varied industries, and further highlights

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**a cross-section of organization
and consumer goods
organizations.**

Wrapped

A Global Perspective

Neo-nationalism and Universities

Populists, Autocrats, and the

Future of Higher Education

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Reporting on migrants and refugees

Welcome to the Third Place and the Total Marketing Experience

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book and CD and DVD set plus online activities. This blended learning approach will get you speaking, writing and understanding German with accuracy and confidence. The course covers levels A1 to A2 of the Common European

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learners, Willkommen! 1 provides about 120 hours of study and is ideal for group-learning as well as for revision and self-study. Also available: Coursebook (ISBN 9781473672659): this full-colour 288-page coursebook is the primary

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and DVD Set (ISBN

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When the Duke of Lexington meets

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the mysterious Baroness von Seidlitz-Hardenberg on a transatlantic liner, he is fascinated. She's exactly what he's been searching for—a beautiful woman who interests and entices him. He falls hard and fast—and soon

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proposes marriage. And then she disappears without a trace. For in reality, the "baroness" is Venetia Easterbrook—a proper young widow who had her own vengeful reasons for instigating an affair with the duke. But the plan has backfired.

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Venetia has fallen in love with the man she despised—and there's no telling what might happen when she is finally unmasked—

This book focuses in on the dominant role of SMEs (small and medium-sized enterprises) in the

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tourism and hospitality industry. It explores their impact on consumer perceptions of a destination, drawing on examples of small hotels, guesthouses, cafes and restaurants. It also highlights the challenges faced by SMEs to

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promote destination business growth - with discussion of competitiveness, quality and standards. With its entity-relationship model of a destination, this edited collection of international papers fully explores the dynamics

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SMEs. Case studies from around the world also puts SMEs research into a global context.

FCC Record

Activity Book

Whitaker's Cumulative Book List

The Business and Management of

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Ocean Cruises

Lesly's Public Relations Handbook

Bob Fosse and Dance in the

American Musical

Seventeen-year-old Kendall, who suffers from obsessive-compulsive disorder, lives with her parents on a potato farm in a

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tiny community in Montana, where two teenagers go missing within months of each other, with no explanation.

21st Century Management: A Reference Handbook SAGE

After decades of solid growth, the worldwide ocean cruise sector has become a noticeable economic factor and

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a significant employer. In the way it combines social, technological and natural systems to form its products, cruise tourism is an increasingly attractive area of study; particularly with regards to the managerial challenges posed by the interaction of these systems. This book brings together industry know-

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how, managerial experience and academic rigour to cover some of the most important and interesting managerial challenges associated with ocean cruises.

*Corporate Meetings & Incentives
Handbook of Technical Textiles
On Cassette*

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Business Travel News

Activity book

Australian National Bibliography

Seventeen-year-old Agnes Wilkins is about to make her debut into 1815 London society at a lavish party, where she meets Lord

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Showalter, a wealthy and eligible man who collects Egyptian antiquities and who is hiding a dangerous secret.

An inspiring memoir that shows that anyone can achieve their dreams if they

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are willing to fight for them. In 1958, Willie O'Ree was a lot like any other player toiling in the minors. He was good. Good enough to have been signed by the Boston Bruins. Just not quite good enough to

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play in the NHL. Until January 18 of that year. O'Ree was finally called up, and when he stepped out onto the ice against the Montreal Canadiens, not only did he fulfil the childhood dream he shared with so many other

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Canadian kids, he did something that had never been done before. He broke hockey's colour barrier. Just as his hero, Jackie Robinson, had done for baseball. In that pioneering first NHL game, O'Ree proved

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that no one could stop him from being a hockey player. But he soon learned that he could never be just a hockey player. He would always be a black player, with all that entails. There were ugly name-calling and stick-

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swinging incidents, and nights when the Bruins had to be escorted to their bus by the police. But O'Ree never backed down. When he retired in 1979, he had played hundreds of games as a pro, and scored hundreds

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of goals, his boyhood dreams more than accomplished. In 2018, O'Ree was inducted into the Hockey Hall of Fame in recognition not only of that legacy, but of the way he has built on it in the decades since. He has been,

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for twenty years now, an NHL Executive and has helped the NHL Diversity program expose more than 40,000 boys and girls of diverse backgrounds to unique hockey experiences. Inspiring, frank, and shot through with

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the kind of understated courage and decency required to change the world, Willie is a story for anyone willing to persevere for a dream.

The second edition of Handbook of Technical

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Textiles, Volume 1: Technical Textile Processes provides readers with a comprehensive understanding of the latest advancements in technical textiles. With revised and updated coverage, including several

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new chapters, this volume reviews recent developments and technologies in the field, beginning with an overview of the technical textiles industry that includes coverage of technical fibers and yarns,

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weaving, spinning, knitting, and nonwoven production.

Subsequent sections include discussions on finishing, coating, and the coloration of technical textiles.

Provides a comprehensive handbook for all aspects of

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technical textiles Presents updated, detailed coverage of processes, fabric structure, and applications An ideal resource for those interested in high-performance textiles, textile processes, textile

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processing, and textile applications Contains contributions from many of the original, recognized experts from the first edition who update their respective chapters

The Sex Lives of Cannibals

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Willie

East of Eden

Big Deal

*21st Century Management: A
Reference Handbook*

Cryer's Cross

"This book offers the first

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significant examination of the rise of neo-nationalism and its impact on the missions, activities, behaviors, and productivity of leading national universities. This book also

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presents the first major comparative exploration of the role of national politics and norms in shaping the role of universities in nation-states, and vice versa, and discusses when universities

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are societal leaders or followers-in promoting a civil society, facilitating talent mobility, in researching challenging social problems, or in reinforcing and supporting an existing social

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and political order"--

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the Politics of Central Europe
Adrift in the Equatorial
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