

I Manovali Del Marketing Internazionale Tecniche Di Temporary Export Management Per Le Pmi

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This report identifies effective strategies to tackle skills imbalances in Italy.

The phrase “cinematic fiction” generally has been accepted into critical discourse, but usually only in the context of postwar novels. This volume examines the influence of a particular medium, film, on another, the novel, in the first half of twentieth-century American literature. Offering new insights into classics such as The Great Gatsby and The Grapes of Wrath, as well as discussing critical writings on film and active participation in filmmaking by major writers such as William Faulkner, Cinematic Fictions will be compulsory reading for scholars of American film and literature alike.

This book offers a simple introduction to the fundamentals and applications of the Analytic Hierarchy Process (AHP) without a pre-requisite for a sophisticated mathematical background. It provides a quick and intuitive understanding of the methodology using spreadsheet examples and explains in a step-by-step fashion how to use Super Decisions, a freely available software developed by the Creative Decisions Foundations. The book is intended to be a resource for decision makers with little or no exposure to the field of Operations Research (OR); however, the book can be used as a very gentle introduction to the AHP methodology and/or as an AHP hands-on supplement for standard OR textbooks. AHP is an intuitive and mathematically simple methodology in the field of multi-criteria decision making. Because of this, most AHP books assume the reader has basic OR mathematical background. However, AHP simplicity suggests that decision makers from all disciplines can take advantage of the methodology without struggling with the mathematics behind it. To fulfill this need, this book delivers a quick and practical understanding of the method that can be useful for corporate executives.

Esportare in 7 mosse. Guida per piccole imprese che vogliono vendere all'estero

The State Of The Prisons In England And Wales

Film, Experience, Modernity

Entrepreneurship

Work and Welfare

Vaccinology

I manovali del marketing internazionale. Tecniche di temporary export management per le Pmi

We predict when we say in advance, foretell, or prophesy what is likely to happen in the future. We project when we calculate the numerical value associated with a future event. We forecast, a special kind of prediction, on data of past happenings to generate or cast data for future by relying happenings. Generally, one predicts (yes, no) a war, an earthquake or the outcome of a chess match, projects the value of the GNP or of unemployment, and forecasts the weather and, more scientifically, the economic trends. Prediction, projection, and forecasting must be constrained in time and space: when and where. Often the accuracy of a forecast is of interest along with how sensitive the outcome is to changes in the factors involved. Is there a basis for improving the wisdom we need to make correct and useful predictions? We believe there is, and that it can be cultivated by studying the approach given here along with the various examples. To the best of our knowledge, no other work has approached prediction in the scientific framework of hierarchies. Prediction is the synthesis of past and present in an attempt to foretell the future. In our view, creation is not the ultimate phenomenon of the world. Nature creates forms and so do we. The problem is to surmise the eventual purpose, impact, and use of creation. It is the synthesis or outcome of bringing together the results of creation that we need to predict.

In recent years we have seen a number of dramatic discoveries within the biological and related sciences. Traditional arguments such as "nature versus nurture" are rapidly disappearing because of the realization that just as we are affecting our environments, so too do these altered environments restructure our cognitive abilities and outlooks. If the biological and technological breakthroughs are promising benefits such as extended life expectancies, these same discoveries also have the potential to improve in significant ways the quality of our built environments. This poses a compelling challenge to conventional architectural theory...

This is the first book to consider these new scientific and humanistic models in architectural terms. Constructed as a series of five essays around the themes of beauty, culture, emotion, the experience of architecture, and artistic play, this book draws upon a broad range of discussions taking place in philosophy, psychology, biology, neuroscience, and anthropology, and in doing so questions what implications these discussions hold for architectural design. Drawing upon a wealth of research, Mallgrave argues that we should turn our focus away from the objectification of architecture (treating design as the creation of objects) and redirect it back to those for whom we design: the people inhabiting our built environments.

Ruth Ben-Ghiat provides the first in-depth study of feature and documentary films produced under the auspices of Mussolini’s government that took as their subjects or settings Italy’s African and Balkan colonies. These "empire films" were Italy's entry into an international market for the exotic. The films engaged its most experienced and cosmopolitan directors (Augusto Genina, Mario Camerini) as well as new filmmakers (Roberto Rossellini) who would make their marks in the postwar years. Ben-Ghiat sees these films as part of the aesthetic development that would lead to neo-realism. Shot in Libya, Somalia, and Ethiopia, these movies reinforced Fascist racial and labor policies and were largely forgotten after the war. Ben-Ghiat restores them to Italian and international film history in this gripping account of empire, war, and the cinema of dictatorship.

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Sustaining Communities, Ecosystems and Biocultural Diversity

With Preliminary Observations, And An Account Of Some Foreign Prisons And Hospitals

Practical Decision Making

Moltiplicare la clientela e la redditività

Guida pratica all'Employer Branding

Mrs. A. B. Marshall's Larger Cookery Book of Extra Recipes

Animal Migration

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.

Britain began the twenty-first century convinced of its creativity. Throughout the New Labour era, the visual and performing arts, museums and galleries, were ceaselessly promoted as a stimulus to national economic revival, a post-industrial revolution where spending on culture would solve everything, from national decline to crime. Tony Blair heralded it a "golden age." Yet despite huge investment, the audience for the arts remained a privileged minority. So what went wrong? In Cultural Capital, leading historian Robert Hewison gives an in-depth account of how creative Britain lost its way. From Cool Britannia and the Millennium Dome to the Olympics and beyond, he shows how culture became a commodity, and how target-obsessed managerialism stifled creativity. In response to the failures of New Labour and the austerity measures of the Coalition government, Hewison argues for a new relationship between politics and the arts.

This history of three powerful family firms located in different European countries takes place over a period of more than two hundred years. The interplay and the changing social and legal arrangements of the families shaped the development of a European capitalism quite different from the Anglo-American variety. Qualifying claims by Alfred Chandler and David Landes that family firms tend to be dysfunctional, Harold James shows how and why these steel and engineering firms were successful over long periods of time. Indeed, he sees the family enterprise as particularly conducive to managing risk during periods of upheaval and uncertainty when both states and markets are disturbed. He also identifies the key roles played by women executives during such times. In "Family Capitalism," James tells how "iron masters" of a classical industrial cast were succeeded by new generations who wanted to shift to information-age systems technologies, and how families and firms wrestled with social and economic changes that occasionally tore them apart. Finally, the author shows how the trajectories of the firms were influenced by political, military, economic, and social events and how these firms illuminate a European model of "relationship capitalism."

Il futuro delle piccole e micro imprese italiane è nell'export. Percorso quasi obbligato negli anni della crisi, ha registrato record straordinariamente positivi con prospettive di ulteriore incremento. Ma per raggiungere risultati significativi, alle piccole imprese italiane serve un metodo. Pier Paolo Galbusera propone una guida ad hoc per questo tessuto imprenditoriale, concepita secondo semplici quanto efficaci principi collaudati da più di 50 aziende. Imparare ad esportare con successo può essere il frutto di un processo da realizzare in sette momenti, nel corso dei quali articolare una strategia scandita da passaggi precisi, con la consapevolezza che «nelle piccole imprese le risorse sono quasi sempre limitate e non si possono commettere errori iniziali». Aprirsi all'internazionalizzazione del business è, come sottolinea Alberto Bubbio nella sua Introduzione, «una palestra imprescindibile, fonte di esperienze costruttive». Oltre a possedere un metodo, spesso ci si deve infatti confrontare con culture totalmente differenti da quelle occidentali. È dunque «importante attivare meccanismi di apprendimento che aiutino un'impresa a crescere, non solo in termini di fatturato». Con quest'approccio e una sua sistematica applicazione si può creare in azienda una «cultura aperta» a contesti internazionali.

Bibliografia nazionale italiana

The West European Experience

The Rise and Fall of State-Owned Enterprise in the Western World

Italian Colonialism in Eritrea, 1882-1941

An Essential Guide

Come redigere un budget e fare previsioni

Mussolini

The Nobel Prize-winning economist Robert Solow directs his attention here to one of today’s most controversial social issues: how to get people off welfare and into jobs. With characteristic eloquence, wit, and rigor, Solow condemns the welfare reforms recently passed by Congress and President Clinton for confronting welfare recipients with an unworkable choice--finding work in the current labor market or losing benefits. He argues that the only practical and fair way to move recipients to work is, in contrast, through an ambitious plan to guarantee that every able-bodied citizen has access to a job. Solow contends that the demand implicit in the 1996 Welfare Reform Act for welfare recipients to find work in the existing labor market has two crucial flaws. First, the labor market would not easily make room for a huge influx of unskilled, inexperienced workers. Second, the normal market adjustment to that influx would drive down earnings for those already in low-wage jobs. Solow concludes that it is legitimate to want welfare recipients to work, but not to want them to live at a miserable standard or to benefit at the expense of the working poor, especially since children are often the first to suffer. Instead, he writes, we should create new demand for unskilled labor through public-service employment and incentives to the private sector--in effect, fair "workfare." Solow presents widely ignored evidence that recipients themselves would welcome the chance to work. But he also points out that practical, morally defensible workfare would be extremely expensive--a problem that politicians who support the idea blithely fail to admit. Throughout, Solow places debate over welfare reform in the context of a struggle to balance competing social values, in particular self-reliance and altruism. The book originated in Solow's 1997 Tanner Lectures on Human Values at Princeton University. It includes reactions from the distinguished scholars Gertrude Himmelfarb, Anthony Lewis, Glenn Loury, and John Roemer, who expand on and take issue with Solow's arguments. Work and Welfare is a powerful contribution to debate about welfare reform and a penetrating look at the values that shape its course.

Using an historic and contemporary analysis, Cultural Planning examines how and why the cultures have been planned and the extent to which cultural amenities have been considered in town planning. From its ancient roots in the cities of classical Athenian, Roman and Byzantium empires, to the European Renaissance, public culture shows both an historic continuity and contemporary response to economic and social change. Whilst the arts are considered an extension of welfare provision and human rights, the creative industries and cultural tourism are also vital for economic growth and employment in the post-industrial age. However, the new 'Grand Projects', which look to the arts as an element of urban regeneration, tend to be at the cost of both local cultural amenities and a culturally diverse society. Cultural Planning is the first book on the planning of the arts and culture and the interaction between the state arts policy, the cultural economy and town and city planning. It uses case studies and examples from Europe, North America and Asia. The book calls for the adoption of consultative planning policy, distributive models and a more integrated approach to both culture and urban design, to prevent the reinforcement of existing geographical and cultural divides.

This is the only book on the market that comprehensively covers both international marketing and export management. This is a focus on marketing decisions and management processes involved in exporting and not simply a 'how to' treatment of technical export details. This 5th edition has been written in response to the continually rapid changes in international marketing and the new challenges that are arising. This book is suitable for Undergraduates and Postgraduates/MBA courses in International Marketing, Export Marketing and International Trade.

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Valori, competenze, passione e ascolto: come attivarli per coltivare organizzazioni da sogno

Cinematic Fictions

The Story of Migratory Farm Labor in California

Monografie

Applications of the Analytic Hierarchy Process in Economics, Finance, Politics, Games and Sports

Italian Colonialism in Somalia

Italian Fascism's Empire Cinema

Vaccinology: An Essential Guide outlines in a clear, practical format the entire vaccine development process, from conceptualization and basic immunological principles through to clinical testing and licensing of vaccines. With an outstanding introduction to the history and practice of vaccinology, it also guides the reader through the basic science relating to host immune responses to pathogens. Covering the safety, regulatory, ethical, and economic and geographical issues that drive vaccine development and trials, it also presents vaccine delivery strategies, novel vaccine platforms (including experimental vaccines and pathogens), antigen development and selection, vaccine modelling, and the development of vaccines against emerging pathogens and agents of bioterror. There are also sections devoted to veterinary vaccines and associated regulatory processes.

Vaccinology: An Essential Guide is a perfect tool for designed for undergraduate and graduate microbiologists and immunologists, as well as residents, fellows and trainees of infectious disease and vaccinology. It is also suitable for all those involved in designing and conducting clinical vaccine trials, and is the ideal companion to the larger reference book Vaccinology: Principles and Practice.

Exploring a topic of vital and ongoing importance, Traditional Forest Knowledge examines the history, current status and trends in the development and application of traditional forest knowledge by local and indigenous communities worldwide. It considers the interplay between traditional beliefs and practices and formal forest science and interrogates the often uneasy relationship between these different knowledge systems. The contents also highlight efforts to conserve and promote traditional forest management practices that balance the environmental, economic and social objectives of forest management. It places these efforts in the context of recent trends towards the devolution of forest management authority in many parts of the world. The book includes regional chapters covering North America, South America, Africa, Europe, Asia and the Australia-Pacific region. As well as relating the general factors mentioned above to these specific areas, these chapters cover issues of special regional significance, such as the importance of traditional knowledge and practices for food security, economic development and cultural identity. Other chapters examine topics ranging from key policy issues to the significant programs of regional and international organisations, and from research ethics and best practices for scientific study of traditional knowledge to the adaptation of traditional forest knowledge to climate change and globalisation.

This book was the first broad expose of the social and environmental damage inflicted by the growth of corporate agriculture in California. Factories in the Field—together with the work of Dorothea Lange, Paul Taylor, and John Steinbeck—dramatizes the misery of the dust bowl migrants hoping to find work in California agriculture. McWilliams starts with the scandals of the Spanish land grant purchases, and continues on to examine the experience of the various ethnic groups that have provided labor for California's agricultural industry—Chinese, Japanese, Mexicans, Filipinos, Armenians—the strikes, and the efforts to organize labor unions

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Cultural Policy and Urban Regeneration

Portrait of an Era

Traditional Forest-Related Knowledge

Shakespeare's Restless World

The Building of an Empire

Family Capitalism

Cultural Capital

This major study of the phenomenon of entrepreneurship focuses on the significance of entrepreneurship in the socioeconomic development of a society, and the economic and noneconomic factors which promote its emergence. Comparatively and analytically, it looks at five societies that achieved industrialization during the 18th and 19th century (England, France, Prussia-Germany, Japan, and the U.S.) and one that did not (Russia).

This book examines the twentieth-century rise and fall of state-owned enterprises in Western political economy.

The conservation and management of cultural landscapes, interpreted as the result of the interrelationships among economic, social and environmental factors through time and space, emerges as essential components in the definition and application of a modern approach to sustainable development. Cultural landscapes are the result of management practices and knowledge accumulated in human history and contribute not only to the cultural heritage of the world, but also to biodiversity and aesthetic beauty, providing also multiple goods and services for the development of rural areas. However, landscapes are severely endangered not only by some effects of the socioeconomic development, but also by inappropriate policies in agriculture, forestry and nature conservation. This interdisciplinary book presents a range of different methods developed to analyse, restore and manage cultural landscapes, reporting a number of case studies from Europe and north America, but raising some questions about the need for a revision of some past orientations.

The New York Times bestselling author of A History of the World in 100 Objects brings the world of Shakespeare and the Tudor era of Elizabeth I into focus We feel we know Shakespeare's characters. Think of Hamlet, trapped in indecision, or Macbeth's merciless and ultimately self-destructive ambition, or the Machiavellian rise and short reign of Richard III. They are so vital, so alive and real that we can see aspects of ourselves in them. But their world was at once familiar and nothing like our own. In this brilliant work of historical reconstruction Neil MacGregor and his team at the British Museum, working together in a landmark collaboration with the Royal Shakespeare Company and the BBC, bring us twenty objects that capture the essence of Shakespeare's universe. A perfect complement to A History of the World in 100 Objects, MacGregor's landmark New York Times bestseller, Shakespeare's Restless World highlights a turning point in human history. This magnificent book, illustrated throughout with more than one hundred vibrant color photographs, invites you to travel back in history and to touch, smell, and feel what life was like at that pivotal moment, when humankind leaped into the modern age. This was an exhilarating time when discoveries in science and technology altered the parameters of the known world. Sir Francis Drake's circumnavigation map allows us to imagine the age of exploration from the point of view of one of its most ambitious navigators. A bishop's cup captures the most sacred and divisive act in Christendom. With A History of the World in 100 Objects, MacGregor pioneered a new way of telling history through artifacts. Now he trains his eye closer to home, on a subject that has mesmerized him since childhood, and lets us see Shakespeare and his world in a whole new light.

An Urban Renaissance?

A Comparative and Historical Study

The Rise and Fall of Creative Britain

The Secrets of His Death

Rivista storica italiana

Italian Mass Emigration

Veteran Italian journalist Garibaldi had produced the best research regarding themany secrets Mussolini carried with him at th etime of his death in April 1945. This is the first and most detailed book on a subject that has eluded historians for decades!

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Italy's long-standing aspiration for a 'place in the sun' was finally brought to fruition by Benito Mussolini, whose greatest achievement was perhaps the annexing of Ethiopia in 1935-1936. The focus of this carefully-researched volume is the economic policy and practice of Italy during their six years of occupation.

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Getting Skills Right: Italy

Cultural Planning

Factories in the Field

Italian Land Policy and Practice in Ethiopia

International Marketing and Export Management

An Introduction to the Analytic Hierarchy Process (AHP) Using Super Decisions V2

Teoria, dati e casi

The material in this book is based upon an academic conference held in Liverpool in 1990 which explored West European urban development and strategies by looking at commissioned studies of cities in six EC countries - Britain, The Netherlands, France, Spain, Germany and Italy.

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Panopticon Or the Inspection House

Visioni e costruzioni. Marketing del progetto da Assisi a Pechino

Come far crescere il vostro business

Eye of the Century

Wendels, Haniels, Falcks, and the Continental European Model

Policies, Praxis and Impact

Il successo organizzativo: da sogno a realtà!