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Autore	East, Robert <1940- >
Titolo	Comportamento del consumatore : applicazioni per il marketing / Robert East, Malcolm Wright, Marc Vanhuele
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Altri autori (Persone)	Wright, Malcolm Vanhuele, Marc
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Note generali	Traduzione di Elisa Tommasucci

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the World Economy: From Local Conflicts to Global Security; Waves of Socio-Economic Development: An Evolutionary Perspective; Who Was Right? Kuznets in 1930 or Schumpeter in 1939? On Kondratieff's ""Suzdal Letters"" and Transformation of K-Cycles Approach (1932-1938) Kondratieff Waves and Warfare; The Predictive Power of Long Wave Theory, 1989-2004; Did World War II Reset the 'Rhythm' of the Kondratieff Wave?; Long Waves in Global Warfare and Maritime Hegemony? A Complex Systems Perspective; Wars on the Borders of Europe and Socio-Economic Long Cycles; Is History Automatic and Are Wars a la Carte? The Perplexing Suggestions of a System Analysis of Historical Time Series; Long Cycles, Global Wars and World Energy Consumption; Emergent Violence, Global Wars, and Terrorism
Human Behaviors Encountered During the Different Phases of the Kondratieff Cycle The Extent of the Kondratieff Wave's Effect on Violence in the North-South Context; Globalization and Risks of Instability; Cycles of Political Violence: Urban Guerrilla and Insurgent Groups; Reverse Engineering Asymmetric Warfare: Applying Space-Time, Matter-Energy and Organizational-Doctrinal Analysis to Al Qaeda Operations; The Asymmetrical 21st Century Security Reality; The Emergence of Modern Terrorism; Looking into the Future
The Russian Potential of Asymmetrical Wars of the 21st Century: Social-Economic Aspect The Information and Molecular Ages: Will K-Waves Persist?; Warfare and International Security: Future Perspective; Economic Cycles in a Closed Finite World; Innovation Economy: Challenges and Threats to Russia; Global Political Evolution, Long Cycles, and K-Waves; The Social Progress and Security Problems; Alternative Futures for K-Waves; Risk Management in Uncertain Times; Cyclicity of Strategic Challenges in Russian History and Development Scenario for the 21st Century; Author Index

Sommario/riassunto

Considerable progress has been made in understanding the underlying mechanisms driving the long-wave behaviour of the world socioeconomic development. A controversial mechanism discussed is the close relationship between K-waves and the outbreak of majors wars.
