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| 1. Record Nr. | UNICAMPANIASUN0042160 |
| Autore | Gamberini, Italo |
| Titolo | Introduzione alla problematica dell'abitare / dalle lezioni svolte nell'anno acc. 1965-66 raccolte e coordinate dall'assistente del corso G. Luca Giannelli |
| Pubbl/distr/stampa | 132 p. : tav. ; 24 cm |
| Edizione | [Firenze : [s.n.]] |
| Descrizione fisica | In testa al front.: Istituto di elementi di architettura e rilievo dei monumenti, Facolta' di architettura dell'Universita' di Firenze. |
| Disciplina | 728 |
| Soggetti | Urbanistica - 19.-20 Abitazioni |
| Lingua di pubblicazione | Italiano |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |

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| 2. Record Nr. | UNINA9910461613303321 |
| Autore | Trzeciak Sergiusz |
| Titolo | Poland's EU accession // Sergiusz Trzeciak |
| Pubbl/distr/stampa | Milton Park, Abingdon, Oxon [England] ; ; New York : , : Routledge, , 2012 |
| ISBN | 1-283-45946-9 9786613459466 1-136-62260-8 0-203-80128-8 |
| Descrizione fisica | 1 online resource (232 p.) |
| Collana | Routledge contemporary Russia and Eastern Europe series; 29 |
| Disciplina | 327.438 341.242/209438 341.242209438 |
| Soggetti | International relations Electronic books. European Union countries Relations Poland Poland Relations European Union countries |
| Lingua di pubblicazione | Inglese |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |
| Note generali | Description based upon print version of record. |
| Nota di bibliografia | Includes bibliographical references (p. [204]-211) and index. |
| Nota di contenuto | Front Cover; Poland's EU Accession; Copyright Page; Contents; List of figures and tables; Preface; Acknowledgements; List of abbreviations; 1. Introduction; Defining terms; Contribution of the book; Justification for choosing the three case studies; Outline of the book; Book methods; 2. Two levels of analysis in international negotiations: domestic versus foreign policy; The level of analysis problem; Systemic theories; Unit-level analysis; Negotiation strategy and tactics; Foreign policy and domestic politics; Domestic pressure: public opinion, elites, interest groups Questions and hypotheses3. Polish-EU relations 1990-2003; Why did Poland desire to join the EU?; Establishing relations between Poland and the communities, and negotiating the Europe Agreement (1988-91); Submission of the Polish application concerning accession and the pre-accession strategy; Negotiation process; Organisational structure for the accession negotiations; Conclusions; 4. Negotiations concerning |

agriculture; The nature of the Common Agriculture Policy; Opening negotiations and the screening process; Presenting negotiation positions on agriculture
Negotiations concerning the liberalisation agreement
The change of the government in Poland; Acceleration in negotiations and the governmental crisis; Stiffening of the negotiating stances; Modification of the negotiation positions; The Copenhagen negotiations; Between the Copenhagen Summit and the Accession Treaty; Conclusions; 5. Purchase of real estate by EU residents; Why the issue of purchase of real estate was important domestically; The problem of purchase of real estate in other acceding countries; Screening and EU assessment; Preparation of the Polish position; Negotiation process
Concluding negotiations
Conclusions; 6. Freedom of movement of labour; Why the issue of freedom of movement of labour became an important domestic matter; Screening process and preparing of the position papers; Opening of negotiations; Acceleration of negotiations; The change of the government in Poland and the concluding of negotiations; Conclusions; 7. Concluding remarks; Why the three case studies were important for the domestic context; Dynamics of the accession negotiations in Polish domestic politics; Size of the win-sets and its determinants; Theorising Polish negotiation strategy
Theorising negotiation strategy of the EU
Lessons from the case studies and further research; Appendix: list of interviewees; Notes; Bibliography; Index

Sommario/riassunto

This book examines the process of Poland's accession negotiations to the European Union between 1998-2003. An empirical study based on Robert Putnam's two-level game model, it charts the influence and role of key domestic actors and groups on the negotiations especially in three critical, controversial, areas - areas where EU accession threatened to bring about a profound transformation to Polish life - agriculture, with particular emphasis on direct payments and production quotas; the purchase of real estate by foreigners; and the free movement of labour. This book demonstrates the

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| 3. Record Nr. | UNINA9911022165903321 |
| Autore | Sethuraman Raj |
| Titolo | Advances in National Brand and Private Label Marketing : 12th International Conference on Global Retail Brand Management, Dallas, Texas, USA, 2025 // edited by Raj Sethuraman, Juan Carlos Gázquez-Abad, José Luis Ruiz-Real |
| Pubbl/distr/stampa | Cham : , : Springer Nature Switzerland : , : Imprint : Springer, , 2025 |
| ISBN | 3-031-97133-7 |
| Edizione | [1st ed. 2025.] |
| Descrizione fisica | 1 online resource (176 pages) |
| Collana | Springer Proceedings in Business and Economics, , 2198-7254 |
| Altri autori (Persone) | Gazquez AbadJuan Carlos Ruiz-RealJosé Luis |
| Disciplina | 658.827 |
| Soggetti | Branding (Marketing) Retail trade Ethnopsychology Customer relations - Management Branding Trade and Retail Cross-Cultural Psychology Customer Relationship Management |
| Lingua di pubblicazione | Inglese |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |
| Sommario/riassunto | The 2025 International Conference on Global Retail Brand Management is a unique academic forum to present and discuss original, rigorous, and significant contributions from researchers around the world on marketing issues facing retailers, store brand managers, and national brand managers. The three-day event covered a wide range of topics from various fields including retailing, marketing, general business, psychology, economics, and statistics. The conference addressed diverse areas of application such as customer journey, sustainability, the metaverse, online grocery retailing, assortment branding strategies, innovation, labeling, and co-creation, among others. A wide variety of theoretical and methodological approaches have been used in these |

areas. This volume presents the proceedings of the 2025 NB&PL marketing conference in a collection of original, rigorous, and relevant contributions.
