

1. Record Nr.	UNINA990003077200403321
Titolo	La famiglia esclusiva : Parentela e clientelismo in Sardegna / Luca Pinna
Pubbl/distr/stampa	Bari : Laterza, 1971
Descrizione fisica	174 p. ; 18 cm
Collana	Tempi nuovi ; 46
Disciplina	15430
Locazione	SE
Collocazione	S 15430 PIN
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia
2. Record Nr.	UNINA9910460981103321
Autore	Nevaer Louis E. V.
Titolo	The rise of the Hispanic market in the United States : challenges, dilemmas, and opportunities for corporate management / / Louis E.V. Nevaer
Pubbl/distr/stampa	London ; ; New York : , : Routledge, , 2015
ISBN	1-315-69909-5 1-317-45481-2
Descrizione fisica	1 online resource (265 p.)
Disciplina	658.83408968073
Soggetti	Hispanic American consumers Market segmentation - United States Target marketing - United States Electronic books. North America Economic integration
Lingua di pubblicazione	Inglese
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Nota di bibliografia

Nota di contenuto

Includes bibliographical references and index.

""Cover""; ""Half Title""; ""Title""; ""Copyright""; ""Contents""; ""Part I. THE POLITICAL ECONOMY OF THE ""HISPANIZATION"" OF THE UNITED STATES AND NORTH AMERICA""; ""Introduction""; ""Chapter 1. The Future of Marketing and Merchandising in the United States""; ""On the Nature of the U.S. Hispanic Market""; ""The Use of Spanish to Self-Segregate""; ""Racism and Why Hispanics Self-Segregate""; ""Of Puerto Rican ""Grandmothers"" and Mexican ""Gringadas""""; ""A Brave Nuevo Mundo for Corporate America""; ""Chapter 2. Management Realities of a Fragmented ""North American"" Market""  
""A Linguistically Fragmented North American Consumer Market""""How NAFTA Fuels the Hispanization of the United States and the World""; ""Decline of English-Language Markets in the United States and Mexico""; ""Hispanization and Marketing in the United States""; ""Externalities in the North American Hispanic Market""; ""The Growing Market for Educational Services to Hispanics""; ""Chapter 3. Labor, Immigration, and Business""; ""The Nature of Illegal Immigration""; ""Corporate Complicity in Illegal Immigration""; ""The Advantages of ""Regularizing"" the Labor Force Across North America""  
""Toward a Viable Guest-Worker Program""""The Emerging Conflict between African Americans and Hispanics""; ""Part II. THE EMERGENCE OF THE HISPANIC MARKET IN NORTH AMERICA""; ""Chapter 4. Americans in Mexico: ""Demonstration Effects"" of a Flourishing Demographic""; ""Americans' Ethnocentric Assumptions of Mexico Revisited""; ""Hispanic Views of Americans, from Latin America and Within the United States""; ""The ""American Confidence"" Demonstration Effect on Hispanics""; ""Paternalism's Influence on Hispanic Consumer Behavior""; ""Hispanization in Latin America and the United States""  
""Chapter 5. A Vanishing Border: The Emergence of a North American Consumer Market""""The Role of Intellectuals in American and Mexican Public Life""; ""Denial of Mexicans' and Hispanics' Property Rights""; ""American Complicity in the Suppression of Mexican Democratic Aspirations""; ""American Undermining of ""Free Trade""""; ""Chapter 6. Mexicans in the United States: Ethnographic Influences on Consumer Behavior""; ""Racism, Discrimination, and Intra-Hispanic Tensions""; ""The ""Rootlessness"" of the Mexican Diaspora""; ""Mythmaking and the Cult of Victimology""  
""Shades of Racism Against Hispanics""""The Phenomenon of Poca Cultura""; ""The Nature of ""Lookism""""; ""Conclusion""; ""Epilogue""; ""Notes""; ""Index""

3. Record Nr.	UNIORUON00271227
Titolo	Perla / a cura di Enrico Giaccherini
Pubbl/distr/stampa	135 p. ; 18 cm
Titolo uniforme	Pearl
ISBN	88-7380-111-0
Edizione	[Parma : Pratiche Editrice]
Descrizione fisica	Tit. orig.: Pearl
Disciplina	821.1
Lingua di pubblicazione	Italiano Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia