1.	Record Nr.	UNINA9910456966903321
	Autore	Witzel Morgen
	Titolo	Management history : text and cases / / Morgen Witzel
	Pubbl/distr/stampa	London ; ; New York : , : Routledge, , 2009
	ISBN	1-135-24019-1
		1-282-57645-3
		9786612576454
		0-203-86686-X
	Descrizione fisica	1 online resource (479 p.)
	Disciplina	658.009
	Soggetti	Management - History
		Management science - History
		Electronic books.
	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 and index.
	Nota di contenuto	Book Cover; Title; Copyright; Contents; Preface; Acknowledgements; 1 Introduction to management history; 2 Organisation; 3 Strategy; 4 Human resource management; 5 Marketing; 6 Financial management; 7 Technology, innovation and knowledge; 8 Business and society; 9 Leadership; 10 Conclusion: how history impacts on management; Select bibliography; Index
	Sommario/riassunto	Management History is not simply a book about the history of business or even the history of management. The goal of this book is to demonstrate that despite the relative newness of management science as an academic subject, management has been around since ancient times. Through understanding the history of management - both in practice and theory - one is able to approach the complex and challenging problems of modern management from a new perspective. The book not only traces the development of management from history to the present day, but also examines the way th

2.	Record Nr.	UNINA9910459487003321
	Titolo	The popular avant-garde [[electronic resource] /] / edited by Renee M. Silverman
	Pubbl/distr/stampa	Amsterdam, : Rodopi, 2010
	ISBN	90-420-3161-1
	Descrizione fisica	1 online resource (307 p.)
	Collana	Avant garde critical studies ; ; 25
	Altri autori (Persone)	SilvermanRenee M
	Disciplina	709/.03/4
	Soggetti	Avant-garde (Aesthetics) Popular culture Electronic books.
	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 and index.
	Nota di contenuto	Preliminary material / Editors The Popular Avant-Garde -- Acknowledgements / Editors The Popular Avant-Garde -- The Avant-Garde is Popular (Again) / Renée M. Silverman -- "Not Reactionary, Just Late": The Case for Ariano Suassuna as Brazilian Modernist / Kirsten Ernst -- This Impossible Toyen / Malynne Sternstein -- Huidobro, Cagliostro: Demiurge as Mage Conjuring a Metaphor for the Avant-Garde / Alexander Starkweather Fobes -- Revisiting the Vanguard: Duchamp in Buenos Aires / Lori Cole -- Duende and Modernism: Hart Crane's and Federico García Lorca's Variations on Rhythm and Sound / Esther Sánchez-Pardo -- A Revolution of Shadows: Culture and Representation in Early-Twentieth-Century Mexico / R. Hernández Rodríguez -- Giménez Caballero's Fractured Fairy Tale: "El Redentor mal parido" (1926) / Maria T. Pao -- "A new dictionary of gestures": Chaplin's The Rink and Ricciotto Canudo's Skating Rink / Christopher Townsend -- A Quick Read(ies): Speed and Formula in Bob Brown's Pulp Fiction and Avant-Garde Machines / Craig Saper -- Reading Freire in London: Jo Spence's Photographs between Popular and Avant-Garde / Siona Wilson -- Touching Pasts In The Shadow of No Towers: 9/11 and Art Spiegelman's Comix of Memory / Jennifer Cho -- From Avant-Garde to Para-Garde: The Truth About Marika / Antti Salminen -- Franciszka Themerson's Ubu Comic Strip: Autography, Caricature, and the Avant-Garde / Barnaby Dicker -- In Search of a People's Art: The

Divergent Positions of Jorge Oteiza and David Alfaro Siqueiros / Marina Pérez de Mendiola -- Venezuelan Avant-Garde: María Calcaño's Erotic Poetry / Giovanna Montenegro -- Popular Anthropology: Dance, Race, and Katherine Dunham / Kirsten Strom -- Tom Zé's Unsong and the Fate of the Tropicália Movement / Fabio Akcelrud Durão and José Adriano Fenerick -- Index of Names / Editors The Popular Avant-Garde.

Sommario/riassunto	The avant-garde has been popular for some time, but its popularity has tended to fly under the radar. This "popular avant-garde," conceived as the meeting ground of the avant-garde and popular, avoids the divorce of art and praxis of which the avant-garde has been accused. The Popular Avant-Garde takes stock of the debates about both the "historical" ("modernist") and posterior avant-gardes, and sets them in relation to popular culture and art forms. With a critical introduction that examines the concepts of "the avant-garde," "the popular," and "the popular avant-garde," the series of essays analyzes the way in which the avant-garde employs popular genres for political purposes, as well as how the popular acquires a critical function with respect to the avant-garde. Each of the volume's three sections considers a different aspect of the productive exchange between the avant-garde and popular: the popular avant-garde as a culturally hybrid and cross-border phenomenon; the play between the popular avant-garde and developments in media and technology; and the popular avant-garde's upending of conventional ideas about "the people" and "the popular." The Popular Avant-Garde takes a fresh look at the now canonical Dadaist, Futurist, and Surrealist movements from the perspectives of gender and sexuality, and cultural and critical theory, while at the same time exploring less well-known avant-garde work in literature, film, television, music, photography, dance, sculpture, and the graphic arts. This volume's coverage of the American and Afro-American, Luso-Brazilian and Latin-American, East-European, and Scandinavian avant-gardes, in addition to the vanguards of Spain and other parts of Western Europe, will appeal to all those interested in avant-garde and popular art forms.

3.	Record Nr.	UNINA9910132317903321
	Autore	Temporal Paul
	Titolo	Branding for the public sector : creating, building and managing brands people will value / / Dr. Paul Temporal
	Pubbl/distr/stampa	Chichester, West Sussex : , : Wiley, , 2015
	ISBN	1-119-17682-4
		1-118-75625-8
	Descrizione fisica	1 online resource (290 p.)
	Classificazione	BUS079000
	Disciplina	352.7/48
	Soggetti	Government marketing
		Government publicity
		Public relations and politics
		Branding (Marketing)
	Lingua di pubblicazione	Inglese
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
	Note generali	Includes index.
	Nota di contenuto	BRANDING FOR THE PUBLIC SECTOR; Contents; Preface; Part One: The Importance of Branding and Building Brand Strategy; Chapter 1 The Public Sector and Branding; Why the public sector needs branding; Brands and branding; What is a brand and what is branding?; The power and rewards of branding for the public sector; The book in more detail; Chapter 2 Public Sector Brand Categories; Main categories of public sector brands; Multi-national or multi-country brands; Nation or country brands; Can countries carry out branding?; More than tourism is required; Industry or sector brands Communications objectives
	Sommario/riassunto	"From government programs to non-profit organisations to global NGOs, organisations in the public sector are increasingly turning to branding strategies employed by for-profit companies to develop their images. Image is everything, particularly in the developing world in which many public-sector groups operate. Consequently, the public sector is the next big growth area in branding, but few books address branding strategy specific for this sector. Branding for the Public Sector fills this gap with powerful and effective branding strategies backed by case studies and examples. Author Paul Temporal covers branding

architecture, brand vision, market research, brand perception, brand engagement, brand communication, managing brand change, and much more. Additionally, he covers the future of public sector branding and how organisations in the public sector may be a key driver of economic growth and prosperity through the twenty-first century. Branding for the Public Sector offers expert guidance for managers and leaders who want to build powerful, influential brands in the public sector"--