

1. Record Nr.	UNINA9910139584403321
Autore	Feser Claudio
Titolo	Serial innovators [[electronic resource]] : firms that change the world / / Claudio Feser
Pubbl/distr/stampa	Hoboken, N.J., : Wiley, c2012
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Descrizione fisica	1 online resource (222 p.)
Classificazione	BUS027000
Disciplina	338.064 338.88 338/.064
Soggetti	Creative ability in business Technological innovations
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	Serial Innovators; Contents; Foreword; Prologue; Introduction; PART I THE EPHEMERAL NATURE OF FIRMS; CHAPTER 1 Meet Carl Berger; CHAPTER 2 Corporate Life Cycle; PART II INDIVIDUAL RIGIDITIES; CHAPTER 3 To Err Is Human; CHAPTER 4 The Greatest of All Time; CHAPTER 5 Rewiring Brains; PART III ORGANIZATIONAL RIGIDITIES; CHAPTER 6 Long Live Bureaucracy!; CHAPTER 7 In Brain We Trust; CHAPTER 8 What We Value; CHAPTER 9 What Not to Pay For; CHAPTER 10 Fast Learners; PART IV SERIAL INNOVATORS; CHAPTER 11 The Secrets of Serial Innovators CHAPTER 12 Beyond Business: The Medici, Oxford, and the Catholic ChurchCHAPTER 13 Legacy through Leadership; Afterword; Appendix A: Analysis of the Top 50 U.S. Firms of 1960; Appendix B: Corporate Aging and Survival; Appendix C: Key Questions for Transforming Your Firm; References; Acknowledgments; About the Author; Index
Sommario/riassunto	""The average life expectancy at ""birth"" of a firm is roughly 15 years, and only one out of twenty lives longer than fifty years. Firms are born,

they grow, then they struggle to keep up with changing markets. Slow adapters often become big losers, fall by the wayside, and die. Serial Innovators studies the factors affecting the aging of firms, particularly those that slow down their ability to adapt to changes in the marketplace. The book reviews recent findings in relevant academic fields-behavioral economics, psychology, neuroscience, organizational science, network theory, anthropology

2. Record Nr.	UNISA996492064003316
Autore	Muhr Paula
Titolo	From Photography to fMRI : Epistemic Functions of Images in Medical Research on Hysteria / / Paula Muhr
Pubbl/distr/stampa	Bielefeld, : transcript Verlag, 2022 Bielefeld : , : transcript Verlag, , [2022] ©2022
ISBN	3-8394-6176-6
Edizione	[1st ed.]
Descrizione fisica	1 online resource (614 p.)
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Classificazione	YR 1600-YR 3799
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Lingua di pubblicazione	Inglese
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Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliography.
Nota di contenuto	Frontmatter -- Contents -- Acknowledgements -- Introduction -- 1 Epistemic Functions of Images in Charcot's Neurophysiological Research on Hysteria -- 1 Epistemic Functions of Images in Charcot's Neurophysiological Research on Hysteria: Introduction -- 1.1 Nosographic Stage: From Charcot's Early Lectures on Hysteria to Photography-Driven Mapping of the Hysterical Attack -- 1.2 Hypnotic Experiments: Image-Based Search for the Neurophysiological Basis of Hysteria -- 1.3 From Diagnosis to Pathogenesis and Treatment: Visualising Sensorimotor Deficits in Cases of Traumatic Hysterical Paralysis -- 2 From Disappearance to Reappearance of Image-Based Hysteria Research -- 2 From Disappearance to Reappearance of Image-Based Hysteria Research: Introduction -- 2.1 Gradual Dismissal of Images as Epistemic Tools From Hysteria Research -- 2.2 The Putative

Disappearance of Somatic Manifestations of Hysteria -- 2.3 The Reappearance of Image-Based Hysteria Research -- 2.4 Current Neurological Reconceptualisation of Hysteria through fMRI Research -- 3 Using fMRI as an Investigation Tool in Hysteria Research -- 3 Using fMRI as an Investigation Tool in Hysteria Research: Introduction -- 3.1 Experimental Setup: Creating the Measurability of Hysterical Symptoms -- 3.2 Measurement: Translating the Active Brain into Imaging Data -- 3.3 Preprocessing: Constituting the Analysability of fMRI Data -- 3.4 Statistical Analysis: Articulating the Task-Induced Neural Activity of Interest -- 3.5 Visualising Functional Brain Maps: Ascribing the Symbolic Meaning -- 4 fMRI-Based Exploratory Search for the Neural Basis of Hysterical Symptoms -- 4 fMRI-Based Exploratory Search for the Neural Basis of Hysterical Symptoms: Introduction -- 4.1 Examining Hysteria's Relationship to Malingering and Hypnosis -- 4.2 Probing the Neural Mechanisms behind the Patients' Subjective Experiences of Their Symptoms -- 4.3 Imaging Hysteria Patients' Aberrant Neural Processing of Experimentally Induced Emotional States -- 4.4 Identifying Symptom-Related Alterations in the Intrinsic Dynamic Organisation of Hysteria Patients' Brains -- Conclusion -- Glossary -- Bibliography -- Illustration Credits

Sommario/riassunto

Hysteria, a mysterious disease known since antiquity, is said to have ceased to exist. Challenging this commonly held view, this is the first cross-disciplinary study to examine the current functional neuroimaging research into hysteria and compare it to the 19th-century image-based research into the same disorder. Paula Muhr's central argument is that, both in the 19th-century and current neurobiological research on hysteria, images have enabled researchers to generate new medical insights. Through detailed case studies, Muhr traces how different images, from photography to functional brain scans, have reshaped the historically situated medical understanding of this disorder that defies the mind-body dualism.
