

1. Record Nr.	UNINA9910508433503321
Autore	Schwenkbeck Rahima
Titolo	The Business of Marketing, Entrepreneurship, and Architecture of Communal Societies in the 1960s and 1970s // by Rahima Schwenkbeck
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Palgrave Macmillan, , 2021
ISBN	9783030883546 9783030883539
Edizione	[1st ed. 2021.]
Descrizione fisica	1 online resource (338 pages)
Disciplina	335.9 307.770973
Soggetti	History, Modern United States - History Social history Modern History US History Social History
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	1. Introduction -- 2. Founding Ideologies of Soul City, Stelle and Twin Oaks -- 3. Pioneers in the Middle of Nowhere: Land and Space -- 4. No Hippies, Please: Members and Membership Policies -- 5. Commune, Inc.: The Perils and Benefits of Entrepreneurship -- 6. Some Hands on Deck: Labor Politics and Practices -- 7. Selling the Dream: Advertising Community and Business -- 8. Everything Has its Price: Financing a Community -- 9. The Invisible Hand, or Crushing Fist, of the State -- 10. Conclusion: Meandering Towards Utopia. .
Sommario/riassunto	This book provides an in-depth history of three US-based communal societies that operated in the late 1960s and 1970s-Soul City, Stelle and Twin Oaks-with an emphasis on their financing, marketing, and entrepreneurship processes. These communities reflect the diversity of people who were dissatisfied with the direction in which American society was heading-often underpinned by concerns over racism,

sexism, the environment, and capitalism-and decided to take the radical step of joining a communal society. A moral economy approach offers a lens on how these communities were prevented from fully realizing their visions due to the confines of capitalism, as embedded in banking practices, zoning laws, and systemic racism. Rahima Schwenkbeck is a historian of American Business. Her work on topics such as utopias, video games, advertising, and environmental issues has been featured in several edited collections. She received her doctorate in American Studies from The George Washington University (USA).

2. Record Nr.	UNINA9910140806303321
Autore	Johnson R. Stafford
Titolo	Bond evaluation, selection, and management // R. Stafford Johnson
Pubbl/distr/stampa	Hoboken, NJ, : John Wiley & Sons, 2010
ISBN	9786612782558 9780470644645 0470644648 9781282782556 128278255X 9781118267639 111826763X 9780470904367 0470904364 9780470644621 0470644621
Edizione	[2nd ed.]
Descrizione fisica	1 online resource (908 p.)
Collana	Wiley finance series
Disciplina	332.63/23
Soggetti	Bonds Bonds - Ratings and rankings Bond market
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	Bond Evaluation, Selection, and Management, Second Edition + Website; Contents; Preface; Acknowledgments; Part One: Bond Evaluation; Part Two: Debt Markets; Part Three: Bond Strategies and the Evaluation of Bonds with Embedded Options; Part Four: Debt Derivatives: Futures and Options; Part Five: Swaps; Appendices; What's on the Companion Web Site; Answers and Solutions to Select End-of-Chapter Problems; Glossary of Terms; Index
Sommario/riassunto	A fully revised guide to fixed income securities that reflects current market conditions The Second Edition of Bond Evaluation, Selection, and Management combines fundamental and advanced topics in the field, offering comprehensive coverage of bond and debt management. This fully updated and revised edition provides you with the basics needed to understand various strategies, and explanations of cutting edge advanced topics. Focusing on essential concepts, models, and numerical examples, this book will help you quickly become familiar with the tools needed to effective