

1. Record Nr.	UNINA9910159443303321
Autore	Onyemah Vincent
Titolo	Entrepreneurial selling : the facts every entrepreneur must know / / Vincent Onyemah and Martha Rivera-Pesquera
Pubbl/distr/stampa	New York, New York (222 East 46th Street, New York, NY 10017) : , : Business Expert Press, , 2017
ISBN	1-63157-322-5
Edizione	[First edition.]
Descrizione fisica	1 online resource (xv, 106 pages)
Collana	Selling and sales force management collection, , 2161-8917
Disciplina	658.421
Soggetti	Entrepreneurship Selling
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references (pages 101-103) and index.
Nota di contenuto	Part I. Sales, a journey and a destination -- 1. Filling the void in entrepreneurial discourse -- 2. Why selling is vital to entrepreneurship -- 3. Finding the right sales model for your business -- Part II. The selling process -- 4. Navigating your way to a yes -- 5. Managing interaction and engagement with prospective customers -- 6. Handling objections -- Part III. Avoiding the pitfalls -- 7. The forgotten prospects -- 8. Other common misconceptions -- 9. Sales challenges and responses -- 10. Parting advice -- Bibliography -- Index.
Sommario/riassunto	Addresses the unique challenges faced by entrepreneurs in search of buy-ins for novel ideas, products, or services. In addition to describing typical hurdles, it offers strategies to win over customers, employees, financiers, suppliers, board members, and other collaborators. While most books on entrepreneurship focus on the profile of entrepreneurs and startup capital, Entrepreneurial Selling sheds light on how entrepreneurs can excel at selling to obtain resources of all kinds. The success of a novel idea hinges on identifying, reaching, engaging, and convincing different stakeholders of its merits. Basically, entrepreneurship is not possible without the ability to sell. Based on multiyear field studies and many consulting projects with entrepreneurs in Africa, Asia, Europe, Latin America, Middle East, and North America, the insight contained herein should give entrepreneurs a "leg up" by helping them to prevent costly mistakes and increase the

odds of realizing their dreams. Ultimately, the goal is to move beyond wishful thinking and into a strong business foundation by facilitating early reality checks that will inform productive usage of entrepreneurs' limited resources.

2. Record Nr.	UNINA9910956267203321
Titolo	Civilians and modern war : armed conflict and the ideology of violence / / edited by Daniel Rothbart, Karina V. Korostelina and Mohammed D. Cherkaoui
Pubbl/distr/stampa	Abingdon, Oxon ; ; New York, : Routledge, c2012
ISBN	9786613858795 9781283546348 1283546345 9781136333408 1136333401 9780203122563 0203122569
Edizione	[1st ed.]
Descrizione fisica	1 online resource (369 p.)
Collana	War, conflict and ethics
Altri autori (Persone)	RothbartDaniel KorostelinaK. V (Karina Valentinovna) CherkaouiMohammed D. <1960->
Disciplina	305.9/0695
Soggetti	Civilians in war Combatants and noncombatants (International law) Civilian war casualties War victims Military history, Modern - 20th century Military history, Modern - 21st century War - Moral and ethical aspects
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	Cover; Civilians and Modern War; Copyright; Contents; List of figures

and tables; Notes on contributors; Acknowledgments; 1. The place and plight of civilians in modern war; Part I: Targeting civilians; 2. The role of civilians in American war ideology; 3. Devastating civilians at home: the plight of Crimean Tatars and Californians of Asian descent during World War; 4. Military culture and civilian victimization: the Allied bombing of Germany in World War II; 5. Double victims: the recruitment and treatment of child soldiers in Chechnya; Part II: Preserving civilian immunity
6. The politics of civilian identity
7. Israeli soldiers' perceptions of Palestinian civilians during the 2009 Gaza War; 8. Civilian vulnerability in asymmetric conflict: lessons from the Second Lebanon and Gaza Wars; 9. In the shadow of soldiers: faceless victims in public media narrative; 10. Civilians, pundits, and the mediatized ideology; Part III: Redressing anti-civilian; 11. Trans-regional military dimensions of civilian protection: a two-part problem with a two-part solution; 12. Civilians under the law: inequality, universalisms, and intersectionality as intervention
13. The price of justice
14. Preventing genocide: towards systematic engagement by states; 15. Making amends: a new expectation for civilian losses in armed conflict; 16. Conclusion: the road ahead; Name index; Subject index

Sommario/riassunto

This book explores the issue of civilian devastation in modern warfare, focusing on the complex processes that effectively establish civilians' identity in times of war. Underpinning the physicality of war's tumult are structural forces that create landscapes of civilian vulnerability. Such forces operate in four sectors of modern warfare: nationalistic ideology, state-sponsored militaries, global media, and international institutions. Each sector promotes its own constructions of civilian identity in relation to militant combatants: constructions that prove lethal to the civil
