

1. Record Nr.	UNINA9910821754403321
Autore	Brideson R. J.
Titolo	Blind spots : how to uncover & attract the fastest emerging economy // R. J. Brideson
Pubbl/distr/stampa	McDougall St : , : Wiley, , 2018
Edizione	[1st edition]
Descrizione fisica	1 online resource (xxxvii, 256 pages)
Collana	Business professional collection
Disciplina	305.4091724
Soggetti	Women in economic development
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Sommario/riassunto	<p>Are you ready for the next global economic disruption? Blind Spots outlines the way forward for companies who want to get early-mover advantage on this new \$28 trillion economy. This powerful market has remained untapped, ignored and underserved despite the fact it is more economically powerful than India and China together – twice over and continues to rise. Women: they drive the majority of our purchases, they're outpacing men in graduate education and they routinely make or break brands by voting with their swelling wallets. This book shows you exactly how to tap into the modern female market and reap its numerous financial benefits before your competitors do. Written by Australia's definitive marketing-to-women authority and gender intelligence expert Bec Brideson, this book provides a practical framework for future-focused businesses who are done debating gender, and ready for profit and action. Women's impact on the bottom line is becoming undeniable but the grey areas around gender hold us back. Change is moving glacially thanks to tokenistic brand efforts and homogenous, risk-averse corporate reasoning. If you're ready to take the sort of bold, decisive action that cements market leaders and visionaries; this book is for you. Brideson will show you how to: Single out a competitive advantage in a volatile, slow-growth market. Bridge the gap between gender nuance and commercial gain. Leverage authentic insights into a long-term, loyal relationship. In the search for advantage, CEOs look to technology for disruption yet they consistently</p>

neglect the market providing innovation and better profitability to the status quo. Blind Spots provides the framework and critical shift in perspective for making it in the new economy of women.

2. Record Nr.	UNINA9910164968303321
Titolo	EU-Integration – TTIP – Wirtschaftsperspektiven : Neue Befunde und globale Politikaspekte. Ein Tagungsband. // Paul J.J. Welfens
Pubbl/distr/stampa	München ; ; Wien : , : De Gruyter Oldenbourg, , [2016] ©2017
ISBN	9783110490015 3110490013
Descrizione fisica	1 online resource (106 pages) : illustrations
Collana	Europäische Integration, Nachhaltigkeit und Digitale Weltwirtschaft ; ; BAND
Classificazione	QM 230
Disciplina	330
Soggetti	EU-Integration Einkommenseffekt Globalisierung Multinationales Unternehmen Transatlantisches Freihandelsabkommen Wachstumsperspektive BUSINESS & ECONOMICS / International / Economics Europe Economic conditions
Lingua di pubblicazione	Tedesco
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Frontmatter -- Vorwort -- Inhalt -- Abbildungsverzeichnis -- Tabellenverzeichnis -- Transatlantisches Freihandelsabkommen EU- USA -- TTIP in 2016 zu Ende verhandeln! -- Rede zum Thema: Mehr Wachstum, Beschäftigung, Wohlstand in Europa – trotz oder mit transatlantischer Handelsliberalisierung? -- Warum wir ein Freihandelsabkommen mit den USA brauchen – jedoch nicht um jeden Preis -- Die deutsche Automobilindustrie zur Transatlantischen Handels- und Investitionspartnerschaft (TTIP) -- Chancen und Risiken

von TTIP aus Sicht des Verbraucherschutzes - Hintergrund der gemeinsamen Resolution der Verbraucherzentrale NRW mit ihren Mitgliedsverbänden -- Debatte um TTIP -- Transatlantisches Schlüsselprojekt -- Nachhaltige Finanzpolitik in Europa -- Wachstum und Weltwirtschaft 2016 -- Autorenverzeichnis

Sommario/riassunto

Die EU-Integration ist nach der Banken- und Eurokrise in eine Phase schwachen Wachstums eingetreten, bei deren Überwindung auch Impulse aus einem transatlantischen Handelsabkommen TTIP helfen könnten. Bislang wurde vor allem eine emotionale Debatte darüber geführt. Die vorliegenden Beiträge des Tagungsbandes tragen mit ihrer fakten-, theorie- und empiriebasierten Darstellung zu einer Versachlichung der Diskussionen bei und könnten zudem zahlreiche neue Einsichten zu den TTIP-Kernfragen und den globalen Wirtschaftsperspektiven bieten. Auch bei einer Trump-Politik bleibt TTIP wichtig.

This book presents the arguments for and against the TTIP, and for the first time, quantifies the dynamics of direct investment and innovation in the TTIP and the prospects for European and global economic growth. Economists, spokespersons for civil society, and economic policy-makers will find major new findings and policy implications along with options for action to promote growth and stability.
