

1. Record Nr.	UNINA9910455066503321
Autore	Grant Gerald
Titolo	Teaching in America [[electronic resource]] : the slow revolution / / Gerald Grant and Christine E. Murray
Pubbl/distr/stampa	Cambridge, MA, : Harvard University Press, 1999
ISBN	0-674-03789-8
Descrizione fisica	1 online resource (280p.)
Altri autori (Persone)	MurrayChristine E
Disciplina	371.100973
Soggetti	Teachers - United States Teaching - United States Professions - United States Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di bibliografia	Includes bibliographical references (p. 243-268) and index.
Nota di contenuto	Frontmatter -- Contents -- 1. Two Professions? -- 2. Assessing America's Teachers and Schools -- 3. The Essential Acts of Teaching -- 4. Three Questions Every Teacher Must Answer -- 5 The Modern Origins of the Profession: Florence's Story, 1890–1920 -- 6. Reforming Teaching in the Midst of Social Crisis: Andrena's Story, 1960–1990 -- 7. Teachers' Struggle to Take Charge of Their Practice: The Rochester Story, 1987–1997 -- 8. The Progress of the Slow Revolution throughout the Nation -- 9. Teaching in 2020 -- Research Methods -- Notes -- Acknowledgments -- Index
Sommario/riassunto	The authors describe the evolution of teaching in America over the last 100 years. They compare college professors with school teachers and analyse the essential acts of teaching in a way that should help teachers become better practitioners

2. Record Nr.	UNINA9910254668803321
Autore	Nestorovi edomir
Titolo	Islamic Marketing : Understanding the Socio-Economic, Cultural, and Politico-Legal Environment // by edomir Nestorovi
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Springer, , 2016
ISBN	3-319-32754-2
Edizione	[1st ed. 2016.]
Descrizione fisica	1 online resource (XXIV, 247 p. 5 illus. in color.)
Collana	Management for Professionals, , 2192-8096
Disciplina	658.80088297
Soggetti	Marketing Culture Islam Sociology of Culture
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Introduction -- Economic Environment -- Socio-Cultural Environment -- Political-Legal Environment -- Conclusion. .
Sommario/riassunto	This book analyzes the current Islamic marketing environment. Since the Muslim world is extremely diverse in terms of economic development, customs and traditions and political and legal systems, it is vital for companies and marketers to analyze the environment before attempting to address these markets. The author emphasizes that it is ineffectual to elaborate the distribution and promotion strategies if the market does not exist in terms of purchasing power or demographics, if potential consumers do not believe that products and services answer their needs and demands or if there are political and legal barriers to companies wanting to enter these markets. The book offers detailed insights into the economic, socio-cultural, and politico-legal environment in the Muslim world, which are essential for marketers to understand and form the foundations of effective marketing strategies.