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Autore	Fernandez Phil <1960->
Titolo	Revenue disruption [[electronic resource]] : game-changing sales and marketing strategies to accelerate growth / / Phil Fernandez
Pubbl/distr/stampa	Hoboken, N.J., : Wiley, c2012
ISBN	1-280-59272-9 9786613622556 1-118-33189-3 1-118-33412-4
Edizione	[1st edition]
Descrizione fisica	1 online resource (242 p.)
Disciplina	658.8 658.8/02 658.802
Soggetti	Marketing Purchasing Electronic books.
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	It's the buyer, stupid -- The selling cry of the lonely hunter -- Before and after mad men : a brief history of marketing -- Demand generation emerges.
Sommario/riassunto	Strategies for any company to transform its sales and marketing efforts in a way that truly accelerates revenue growth Revenue Disruption delivers bold new strategies to transform corporate revenue performance and ignite outsized revenue growth. Today's predominant sales and marketing model is at best obsolete and at worst totally dysfunctional. This book offers a completely new operating methodology based on a sales and marketing approach that recognizes the global technological, cultural, and media changes that have forever transformed the process of buying and selling. The dysfunc

2. Record Nr.	UNINA9910254882903321
Autore	Plumpe Werner
Titolo	German Economic and Business History in the 19th and 20th Centuries // by Werner Plumpe
Pubbl/distr/stampa	London : , : Palgrave Macmillan UK : , : Imprint : Palgrave Macmillan, , 2016
ISBN	9781137518606 113751860X
Edizione	[1st ed. 2016.]
Descrizione fisica	1 online resource (XI, 367 p. 9 illus. in color.)
Disciplina	330.9
Soggetti	Economic history Industrial organization Economic policy International economic relations Europe - Politics and government Economic History Industrial Organization Economic Policy International Political Economy' European Politics
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	German Economic and Business History from the Nineteenth Century to the Present Day: Introductory Remarks -- Part I: Economic Ideas -- 1. Economic Thought and Economic Development: On the Linkage of Economic History and the Historical Semantics of the Economy -- 2. The Birth of the Homo Economicus: Historical Thoughts on the Origins and Significance of this Model of Human Behavior for the Modern Economy -- Part II: Business History -- 3. The Improbability of the Jubilee – Or: Why the Only Way to Shed Light on a Firm is through its History -- 4. Business and Industry under National Socialism – An Interim Report -- 5. 1968 and German firms: On Marking Out a Field of Research -- 6. The Economy of the Kaiserreich: Notes on the Genealogy of German Capitalism -- Part III: Economic History -- 7. The National

Association of German Industry (RDI) and the Crisis of the Weimar Economy -- 8. The Economic and Corporate History of Nazism: Reflections from the Perspective of Systems Theory -- 9. Germany as an Industrial Country 1945–2008 -- Part IV: The History of Industrial Relations -- 10. Capital and Labor: Concepts and Practice of Industrial Relations in the 20th Century -- <11. Carl Duisberg, the end of World War I, and the Birth of Social Partnership from the Spirit of Defeat -- 12. Industrial Relations in the GDR: A Mere Footnote to German Economic History?.

Sommario/riassunto

German economic history in the industrial age has classically formed an important basis for the study of economic growth and industrialisation more generally. This book aims to introduce English-language readers to modern German economic history based on a selection of work by one of Germany's leading economic and business historians, Werner Plumpe, who places particular emphasis on the institutional structure of the economy. Plumpe's work demonstrates that the country's economic evolution can only be understood by paying close attention to institutional peculiarities, such as the shape of industrial relations and the dynamics of corporate decision-making. It also emphasises the importance of the interconnectedness of capital and labour in the German coordinated market economy and draws attention to individual events and decisions that may have driven long-term economic development, but are rarely considered in approaches that deal primarily with macroeconomic growth. German Economic and Business History in the 19th and 20th Century shows that Germany's economic history still warrants the application of an institutional view of economic transformation that is slightly different from the more formal perspectives dominant in the UK and the US. The book serves as a practical demonstration of a historicist approach to economic history introduced by the German Historical School a century ago, which still inspires large parts of German economic historiography.
