

1. Record Nr.	UNINA9910711282903321
Autore	Ryan J. V
Titolo	Evaluation of refractory qualities of concretes for jet aircraft warm-up, power check maintenance aprons, and runways // J.V. Ryan, E.C. Tuma
Pubbl/distr/stampa	Gaithersburg, MD : , : U.S. Dept. of Commerce, National Institute of Standards and Technology, , 1963
Descrizione fisica	1 online resource
Collana	NBS report ; ; 8041
Altri autori (Persone)	RyanJ. V TumaE. C
Soggetti	Aircraft exhaust emissions Concrete - Testing Concrete - Thermal properties
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	1963. Contributed record: Metadata reviewed, not verified. Some fields updated by batch processes. Title from PDF title page.
Nota di bibliografia	Includes bibliographical references.

2. Record Nr.	UNINA9910254899303321
Titolo	The Social Organisation of Marketing : A Figurational Approach to People, Organisations, and Markets / / edited by John Connolly, Paddy Dolan
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Palgrave Macmillan, , 2017
ISBN	9783319515717 3319515713
Edizione	[1st ed. 2017.]
Descrizione fisica	1 online resource (XIII, 230 p.)
Disciplina	658.8
Soggetti	Marketing Mass media International economic integration Globalization Business ethics Diversity in the workplace Media Sociology Emerging Markets and Globalization Business Ethics Cross-Cultural Management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references at the end of each chapters and index.
Nota di contenuto	Chapter 1. The Social Organisation of Marketing: An Introduction; John Connolly and Paddy Dolan -- Chapter 2. Wine and China: Making Sense of an Emerging Market with Figurational Sociology; Jennifer Smith Maguire -- Chapter 3. Figurational Dynamics and the Function of Advertising at Arthur Guinness & Sons Ltd: 1876-1960; John Connolly -- Chapter 4. Unintentional social consequences of disorganised marketing of Corporate Social Responsibility: Figurational insights from the oil and gas sector in Africa; Stephen Vertigans -- Chapter 5. Organisational Dynamics and the Role of the Child in Markets ; Paddy Dolan -- Chapter 6. Ballet for the Sun King: Power, Talent and

Organisation; John Lever and Stephen Swailes -- Chapter 7. "Friends and Followers": The Social Organisation of Firms' Online Communities; Ad van Iterson and Johanna Richter -- Chapter 8. Organisations and American Collective Self-Understanding; Stephen Mennell -- Chapter 9. Figurational theory: Moving from description and technological empiricism to empirical- theoretical explanations; John Connolly and Paddy Dolan.

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#### Sommario/riassunto

The book examines the social processes which have shaped the development and organisation of various marketing practices and activities, and the markets associated with them. Drawing on the figurational-sociological approach associated with Norbert Elias the contributors explain how various markets and related marketing practices and activities are organised, enabled and constrained by the actions of people at different levels of social integration. Collectively, The Social Organisation of Marketing provides insights into topics such as the consumption and of wine in China, the advertising of Guinness, the management of on-line communities in Germany, the corporate social responsibility strategies of multinational energy corporations in Africa, the concept of talent management in contemporary organisations, the child consumer in Ireland, and the constraining and enabling influences of the American corporate organisational structure.

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