

1. Record Nr.	UNINA9910462161703321
Autore	Bliss Catherine
Titolo	Race decoded [[electronic resource]] : the genomic fight for social justice // Catherine Bliss
Pubbl/distr/stampa	Stanford, California, : Stanford University Press, 2012
ISBN	0-8047-8205-9
Descrizione fisica	1 online resource (281 p.)
Disciplina	572.8/6
Soggetti	Race Human genome Genomics - Social aspects Genomics - Moral and ethical aspects Social justice 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	Contents; Acknowledgments; Introduction; 1. The New Science of Race; 2. Making Science Racial; 3. The Sociogenomic Paradigm; 4. Making Sense of Race with Values; 5. Everyday Race-Positive; 6. Activism and Expertise; 7. The Enduring Trouble with Race; Notes; Index
Sommario/riassunto	In 2000, with the success of the Human Genome Project, scientists declared the death of race in biology and medicine. But within five years, many of these same scientists had reversed course and embarked upon a new hunt for the biological meaning of race. Drawing on personal interviews and life stories, Race Decoded takes us into the world of elite genome scientists-including Francis Collins, director of the NIH; Craig Venter, the first person to create a synthetic genome; and Spencer Wells, National Geographic Society explorer-in-residence, among others-to show how and why they ar

2. Record Nr.	UNINA9910298214103321
Titolo	Competitiveness in Emerging Markets : Market Dynamics in the Age of Disruptive Technologies // edited by Datis Khajeheian, Mike Friedrichsen, Wilfried Mödinger
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Springer, , 2018
ISBN	3-319-71722-7
Edizione	[1st ed. 2018.]
Descrizione fisica	1 online resource (XX, 603 p. 150 illus., 4 illus. in color.)
Collana	Contributions to Management Science, , 1431-1941
Disciplina	338.6048091724
Soggetti	Globalization Markets Management Industrial management Entrepreneurship Industrial organization Emerging Markets/Globalization Innovation/Technology Management Media Management Industrial Organization Competència econòmica Emprenedoria Estudis de mercat Globalització (Economia) Llibres electrònics
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Part 1: Editorial -- Chapter 1: An Introduction to Competitiveness in Fast Changing Business Environment -- Chapter 2: Digital Transformation and the Effects on the Management of Media Firms -- Part 2: Broadcasting -- Chapter 3: The Implications of Programmatic Advertising on the Business Model of TV Broadcasters -- Chapter 4: 'Datafying' Broadcasting: Competing in a Big Data-Driven TV Ecosystem

-- Part 3: Small media firms -- Chapter 5: War of Attrition in Polish Video-Games Printing Press: Customer Retention to Survive Printing Press in the Age of Digital Communication Technologies -- Chapter 6: Media innovations in digital music distribution: the case of beeptunes.com -- Chapter 7: Competitive Capabilities in Film Distribution Market: The Case of Filimo -- Part 4: Individual Level: media entrepreneurs -- Chapter 8: Social Networks of Immigrant Entrepreneurs in Media Industry: The case of Iranian Immigrants in Canada -- Chapter 9: Impact of leaders' characteristics on competitiveness of firms: Applying Weber's charismatic authority theory to leaders of post-Soviet media businesses -- Part 5: Media Law and Regulation -- chapter 10: Lobbying groups in communications and media policies in Brazil -- Chapter 11: Restrictions and Legal Challenges for Foreign Investment in the Media Market in Iran -- Chapter 12: Evidenced-based internet policy for emerging nations: maximizing network investment and local content development -- Part 6: Startups and Small Enterprises -- Chapter 13: Start-up Boom in an Emerging Market: A Niche Market Approach -- Chapter 14: The challenges of firms in Iraqi Kurdistan Economy in the light of strategic acquisition theory -- Chapter 15: Competitiveness of small media firms -- Part 7: Strategic issues in organizations -- Chapter 16: Rapid internationalization Emerging Markets Multinationals from Latin America: The case of the AJE Group -- Chapter 17: Strategic Renewal in Corporate Entrepreneurship Context: A Multi-Case Study -- Chapter 18: Measuring the competitiveness factors in telecommunication markets -- Chapter 19: Competitiveness in Banking Industry: A study of Employee satisfaction, Customer satisfaction and Productivity in Service Quality -- Chapter 20: Audience Engagement as a Competitive Advantage in Public Television: Case of Gamification Use in IRIB IPTV -- Chapter 21: Competition Outside of the Field: Economics and Marketing of Football in Iran -- Part 8: Quantitative methodologies -- Chapter 22: Impact of Situation in the study of Gender Entrepreneurship and Opportunity Evaluation: An Analysis of Risk Disposition -- Chapter 23: Impact of Organizational Innovation, Learning Orientation and Entrepreneurship on SME Performance: The Moderating Role of Market Turbulence and ICT -- Chapter 24: Entrepreneurship and SMEs Performance: Studying the Mediating Role of Innovation and the Moderating Role of Firm Size -- Chapter 25: The impact of Business Ethics on entrepreneurial attitude of managers -- Chapter 26: Effect of Degree of Competitiveness and Orientation to Export on Marketing Strategy of SMEs -- Part 9: Big Data, Machine Learning and New Technological Trends -- Chapter 27: Disruptive Innovation for Auto Insurance Entrepreneurs: New Paradigm using Telematics & Machine Learning -- Chapter 28: Business Challenges of Big Data Application in Health Organizations -- Chapter 29: Big data for marketing success: how consumer analytic create competitive advantage for enterprises.

Sommario/riassunto

This book presents a collection of interrelated research advances in the field of technological entrepreneurship from the perspective of competition in emerging markets. Featuring contributions by scholars from different fields of interest, it provides a mix of theoretical developments, insights and research methods used to uncover the unexplored aspects of competitiveness in emerging markets in an age characterized by disruptive technologies.
