

1. Record Nr.	UNINA9910798124303321
Autore	Hinton E
Titolo	The New Black History [[electronic resource]] : Revisiting the Second Reconstruction / / by E. Hinton
Pubbl/distr/stampa	New York : , : Palgrave Macmillan US : , : Imprint : Palgrave Macmillan, , 2011
ISBN	0-230-33804-6
Edizione	[1st ed. 2011.]
Descrizione fisica	1 online resource (VIII, 326 p.)
Collana	Critical Black Studies, , 2945-7424
Classificazione	HIS036060SOC001000SOC031000
Altri autori (Persone)	HintonElizabeth Kai MarableManning <1950-2011.>
Disciplina	973/0496073
Soggetti	United States - History History, Modern Race America - History African Americans Culture Human rights US History Modern History Race and Ethnicity Studies History of the Americas African American Culture Human Rights
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Foreword / Zaheer Ali -- Introduction: black intellectuals and the world they made / Manning Marable -- Housing, urban development, and the persistence of racial inequality in the post-civil rights era south / John A. Kirk -- The pressures of the people: Milton A. Galamison, the parents' workshop, and resistance to school integration in New York City, 1960-63 / Lisa Yvette Waller -- The campus and the street: race, migration, and the origins of the Black Panther Party in Oakland, California / Donna Murch -- Spokesman of the oppressed? Lorraine

Hansberry at work: the challenge of radical politics in the postwar era / Rebeccah Welch -- Black crusaders: the transnational circuit of Robert and Mabel Williams / Robeson Taj Frazier -- Peace was the glue: Europe and African American freedom / Brenda Gayle Plummer -- The formation of Asian American nationalism in the age of black power, 1966-75 / Jeffrey O.G. Ogbu -- The congress of African people: Baraka, Brother Mao, and the year of '74 / Robeson Taj Frazier -- Waking till the midnight hour: reconceptualizing the heroic period of the civil rights movement, 1954-65 / Peniel E. Joseph -- Revolution in Babylon: Stokely Carmichael and America in the 1960s / Peniel E. Joseph -- Protection or path toward revolution?: Black power and self-defense / Simon Wendt -- The black Bolsheviks: Detroit revolutionary union movements and shop-floor organizing / Elizabeth Kai Hinton -- Septima Clark: organizing for positive freedom / Stephen Lazar -- Harambee Nation: CORE, black power, and community development in Cleveland / Nishani Frazier -- "Black is beautiful but so is green": capitalism, black power, and politics in Floyd McKissick's Soul city / Zachary Gillan -- Integration, black nationalism, and radical democratic transformation in African American philosophies of education, 1965-74 / Russell Rickford.

Sommario/riassunto

The New Black History anthology presents cutting-edge scholarship on key issues that define African American politics, life, and culture, especially during the Civil Rights and Black Power eras. The volume includes articles by both established scholars and a rising generation of young scholars.

2. Record Nr.	UNINA9910298506903321
Autore	Thomas Andrew R
Titolo	The Customer Trap : How to Avoid the Biggest Mistake in Business // by Andrew R. Thomas, Timothy J. Wilkinson
Pubbl/distr/stampa	Berkeley, CA : , : Apress : , : Imprint : Apress, , 2015
ISBN	9781484203859 1484203852
Edizione	[2nd ed. 2015.]
Descrizione fisica	1 online resource (173 p.)
Disciplina	330 650
Soggetti	Business Management science Business and Management, general
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	"Based on the Distribution Trap, Winner of the Berry-Ama Book Prize for the best Marketing Book of 2010." Includes index.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Contents; PART I: Setting Up for Failure; Chapter 1: The Biggest Business Mistake; It's a Common Story; So What, Exactly, Is a Mega-Customer?; The 10 Percent Rule; But It's Not the Mega-Customer's Fault!; Who Is Responsible?; Chapter 2: The Customer Trap and Brand Destruction; Levi Strauss Gives It Away; Goodyear: The Rubber Hits the Parking Lot; Chapter 3: Turning Your Innovations into Commodities; The Example from Detroit; Rubbermaid Abrogates Control; Little Tikes; The Acceleration of Commoditization; The Dye is Cast; Perfecting the Customer Trap Chapter 4: When Sales Channels Get Hijacked A Step Back Before Moving Forward; Holding Data Hostage; Chapter 5: Living the Outsourcing Compulsion; Globalization: A Mostly Necessary Evil; Sales and Distribution: A Look Back; Emergence of Mass Retailing; Department Stores; Mail-Order Houses; Chain Stores; Vertically Integrated Firms; Arrival of the Megas; "Strategic Thinking"; The Current American System; Foreign Direct Investment; Walmart in China; And the Others Soon Follow; Mexico: The New (Old?) China; The Outsourcing

Compulsion; PART II: Avoiding the Trap; Chapter 6: The STIHL Story OriginsService; The Dealer's Perspective; Avoiding the Customer Trap; The Advertising Campaign; Seeking Out New Retailers; Chapter 7: Innovation's Second Step; Model of Innovator/Distributor Relationship; Sources of Power for the Megas; Scale; Markets; Legal Context; Power of Producers; Product; Depth of Innovation; Differentiation; Availability of Substitutes; Process Innovation; Brand Awareness; Scale or Size; Legal Context; The Second Step; Phase 1: Low Scale; Use Direct Marketing; Use Independent Distributors; Phase 2: Low-to-Medium Scale; Phase 3: Medium-to-Large Scale Phase 4: Large-to-Large-Plus ScalePhase Summary; Chapter 8: Getting the Data and Doing Marketing Right; Not All Customers Are Equal; Typologies of Customers; Assessment Criteria; Primary Interest; Time Frame; Focus; Demands; Relationship Approach; Loyalty; Profitability; The Questions to Ask; Getting the Data: The Foundation of Good Marketing; The Emergence of Channel Data Management; Head, Torso, and Tail; The 12 Steps; What Are the 12 Steps?; A Bookstore Sets Itself Apart; Chapter 9: Going Global and Keeping the Faith; Exporting the Dysfunctional Model; Hope Outside the United States See It from the Distributor's PerspectiveSet Minimal and Ideal Criteria; Focus on Potential Complementors; Explicitly Spell Out Responsibilities; Construct the Relationship; Constantly Scrutinize the Relationship; Manage Communication; Incentivize the Relationship; You Get Only One Chance in a Market; Chapter 10: Staying Local and Independent; The Battle Is Joined; A Dying Idea; Back to History; Smaller Is Better; The Future Is Brighter Than Ever Before; Our Last Thought; Index; About the Authors; Acknowledgments; Preface; Other Apress Business Titles You Will Find Useful

Sommario/riassunto

American business is dysfunctional. Companies of all sizes follow the mistaken belief that their products and services are best sold through mega-customers with pervasive market reach, such as Amazon and Walmart. Far too many business leaders fail to realize—until it is too late—that the relentless pursuit of volume at all cost is not the key to long-term profits and success. *The Customer Trap: How to Avoid the Biggest Mistake in Business* is Thomas and Wilkinson's sequel to *The Distribution Trap: Keeping Your Innovations from Becoming Commodities*, which won the Berry-American Marketing Association Prize for the best marketing book of 2010. *The Distribution Trap* contended that cracking the big-box channel is not necessarily the Holy Grail that many marketers assume it is. *The Customer Trap* takes this thesis to the next level by arguing that all companies, regardless of the industry there are in, should maintain control over their sales and distribution channels. Volume forgone by avoiding the mass market is more than offset by higher margins and stronger brand equity. *The Customer Trap* shows that giving power to a customer who violates "the ten percent rule" sets a company up for ruin. Yet, when presented with the opportunity to push more sales through large customers, most decision-makers jump at the chance. As a result, marketing has come to resemble a relentless quest for efficiency and scale. Demands from mega-customers in the form of discounts, deals, and incentives erode the integrity of the brand and what it originally stood for. Lower margins become the norm and cost-saving compromises on quality take over. In time, the brand suffers and, in some cases, fails outright. Stark examples from Oreck Vacuum Cleaners, Rubbermaid, Goodyear, Levi's, and others illustrate the perils of falling into the "customer trap." This book demonstrates in vivid detail how to thrive by controlling your sales and distribution. The authors show how many firms, such as STIHL Inc., etailz, Apple, Red Ant Pants, and Columbia Paints &

Coatings, have prospered by avoiding the "customer trap"—and how your company can have similar success.
