

1. Record Nr.	UNINA9910786077603321
Autore	Katz S. Montana
Titolo	Metaphor and Fields [[electronic resource]]
Pubbl/distr/stampa	Hoboken, : Taylor and Francis, 2013 New York : , : Routledge, , 2013
ISBN	1-283-92003-4 0-203-07231-6 1-135-09900-6
Descrizione fisica	1 online resource (262 p.)
Collana	Psychoanalytic Inquiry Book Series
Altri autori (Persone)	KatzMontana
Disciplina	150.19/5 150.195
Soggetti	Field theory (Social psychology) Metaphor - Psychological aspects Metaphor -- Psychological aspects Psychoanalysis
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	Cover; METAPHOR AND FIELDS; Title Page; Copyright Page; Table of Contents; Contributors; Foreword; 1 Introduction; 2 Preliminary Foundational Concepts; 3 Metaphoric Processes; 4 Metaphor in Psychoanalysis and Clinical Data; 5 Metaphor and Conflict; 6 Metaphor, Meaning, and the Mind; 7 Metaphor in Three Psychoanalytic Perspectives; 8 Metaphor and Metonymy as the Basis of a New Psychoanalytic Language; 9 Metaphor and Psychodynamic Research; 10 Psychoanalytic Field Concepts; 11 Context for the Barangers' Work on the Psychoanalytic Field; 12 Metaphor in Analytic Field Theory 13 Field Theory, the ""Talking Cure,"" and Metaphoric Processes 14 Field, Process, and Metaphor; 15 Metaphor, Analytic Field, and Spiral Process; 16 Other Fields Within the Analytic Field; 17 The Analytic Relationship in Field Theory; Bibliography; Index
Sommario/riassunto	Metaphor and Fields is an explanation and demonstration of the value of metaphoric processes and fields in psychoanalysis. In this book, Montana Katz articulates a future direction for psychoanalysis which is

progressively explored, taking into account features essential to psychoanalysts of all persuasions, clinically and theoretically. In this way, psychoanalysis is brought into the postmodern future by fashioning an umbrella for the discipline. With this umbrella, the barriers to mutual understanding may be dismantled and a path permanently forged to the possibility of me

2. Record Nr.	UNINA9910337579203321
Autore	Kohne Andreas
Titolo	Business Development : Customer-oriented Business Development for successful companies // by Andreas Kohne
Pubbl/distr/stampa	Wiesbaden : , : Springer Fachmedien Wiesbaden : , : Imprint : Springer Vieweg, , 2019
ISBN	3-658-24726-6
Edizione	[1st ed. 2019.]
Descrizione fisica	1 online resource (IX, 110 p. 12 illus., 8 illus. in color.)
Disciplina	004
Soggetti	Computers Information technology Business—Data processing Management Marketing Sales management Computing Milieux Information Systems and Communication Service IT in Business Sales/Distribution
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Business Development: role, role profile, business unit, process -- Portfolio structure, management and life cycle -- Resources.-Target market -- Market cultivation strategy -- Case study -- Six steps to Business Development.

## Sommario/riassunto

This book offers a comprehensive guide to Business Development (BD): what it is, what professional skills are needed, why it is vital to business growth, and how to implement it successfully in a corporation. The book draws on the author's considerable expertise and experience, gained in his position as Business Development Manager for a multinational IT company with offices in a dozen countries. Taking a step-by-step approach, the book reviews the principles of Business Development, from goals and change management, through stakeholder interests, lean startup mentality and corporate culture in general. It also examines the process of Business Development in detail, and includes separate chapters on the structure, life cycle and management of the portfolio and the allocation of corporate, internal and external resources in the development plan. The case study section follows a hypothetical company through the conception, creation and implementation of a Business Development plan. This book inspires readers from corporate executives and managers, to academic researchers and business students. Content Business Development: role, role profile, business unit, process Portfolio structure, management and life cycle Resources Target market Market cultivation strategy Case study Six steps to Business Development Target Groups CEOs Responsible persons from sales and marketing Project and product managers of all industries Students of Business Administration and Business Informatics The Author Andreas Kohne works as Business Development and Sales Manager at the Dortmund-based company Materna TMT in Germany. He previously worked in the areas of Business and Corporate Development as well as the assistant to the management of the parent company in Dortmund. He has a doctorate in Computer Science from the TU Dortmund and writes reference books in the areas of IT and business.

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