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| 1. Record Nr. | UNINA9910376598103321 |
| Autore | Tomasi Francesca |
| Titolo | AIUCD '14 : Proceedings of the Third AIUCD Annual Conference on Humanities and Their Methods in the Digital Ecosystem / / Francesca Tomasi [and three others] |
| Pubbl/distr/stampa | New York : , : ACM, , 2014 |
| Descrizione fisica | 1 online resource (119 pages) |
| Disciplina | 001.30285 |
| Soggetti | Digital humanities Information storage and retrieval systems - Humanities |
| Lingua di pubblicazione | Inglese |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |
| Sommario/riassunto | AIUCD 2014, the third AIUCD (Associazione per l'Informatica Umanistica e la Cultura Digitale ²) Annual Conference, was devoted to discussing the role of Digital Humanities in the current research practices of the traditional humanities disciplines. |

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| 2. Record Nr. | UNINA9910337816103321 |
| Autore | Veenendaal Ann-Kathrin |
| Titolo | Toward a better understanding of rule-breaking market behavior : insights from performance breakthroughs in sports // by Ann-Kathrin Veenendaal |
| Pubbl/distr/stampa | Cham : , : Springer, , [2019] |
| ISBN | 3-030-16107-2 |
| Descrizione fisica | 1 online resource |
| Collana | Contributions to Management Science, , 1431-1941 |
| Disciplina | 658.8342 658.834 |
| Soggetti | Consumer behavior Motivation research (Marketing) |
| Lingua di pubblicazione | Inglese |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |
| Nota di contenuto | Relevance and Current Perspectives -- Conceptual and Empirical Exploration -- Toward a Rule-Breaking Managerial Framework -- General Discussion -- Appendix. |
| Sommario/riassunto | This book analyzes how companies and employees can endogenously, i.e., without hiring external experts or consultants, achieve competitive advantages by deviating from behavioral standards in a productive way. The study explores eight transformative behavioral innovations that shaped the development of sports and, by analogy, uses the findings to advance solutions for prevalent problems in business. By developing triggers to creativity and applying mechanisms on how to overcome innovation resistance, the book gives concrete advice on how to manage the difficult quest of human transformation beyond the imperative of technological innovation. An original explication of the when and how rule-breaking innovations actually succeed. Using examples from sport, Dr. Veenendaal perceptively distinguishes the attention-grabbing aspect of an innovation from the subsequent struggle for its widespread acceptance. The question now is which managers will be the first to apply the book's insights to their own innovation challenges. Prof. J. Edward Russo, Cornell University, Ithaca, NY, USA. |

