

1. Record Nr.	UNISA996472266103316
Autore	NICHOLLS, David
Titolo	From Dessalines to Duvalier : race, colour and national independence in Haiti / David Nicholls
Pubbl/distr/stampa	Cambridge [etc.], : Cambridge University Press, 1979
ISBN	0-8135-2240-4
Descrizione fisica	Testo elettronico (PDF) (XI, 357 p.)
Collana	Cambridge Latin American studies ; 34
Disciplina	972.94
Soggetti	Haiti - Sec. 19.- 20. - Storia
Lingua di pubblicazione	Inglese
Formato	Risorsa elettronica
Livello bibliografico	Monografia
Sommario/riassunto	Il volume è una fonte essenziale per comprendere la storia e le relazioni sociali di Haiti e le sfide che deve affrontare oggi.

2. Record Nr.	UNINA9910427057503321
Autore	Serdari Thomaï
Titolo	Rethinking Luxury Fashion : The Role of Cultural Intelligence in Creative Strategy / / by Thomaï Serdari
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Palgrave Macmillan, , 2020
ISBN	9783030453015 3030453014
Edizione	[1st ed. 2020.]
Descrizione fisica	1 online resource (200 pages) : illustrations
Collana	Palgrave Advances in Luxury, , 2662-107X
Disciplina	687.0688 650
Soggetti	Luxury goods industry Branding (Marketing) Strategic planning Leadership Luxury Branding Business Strategy and Leadership
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	1. Defining Fashion, Luxury, and Luxury Fashion -- 2. Established Methods of classifying Luxury Fashion Brands -- 3. A New Method for the Classification of Luxury Fashion Brands -- 4. The Producers of "Newness" in Luxury Fashion -- 5. What Do We Really Consume through Luxury Fashion? -- 6. How Do We Consume Luxury Fashion? -- 7. A Close Look at Cultural Intelligence -- 8. Tim Morton's Theory of Hyperobjects -- 9. Luxury Fashion Products Addressing Cultural Changes -- 10. Luxury Marketing Strategies Based on Cultural Intelligence -- 11. Conclusions.
Sommario/riassunto	Using the field of material culture as its methodological departure point, this Palgrave Pivot explains the strategic advantages that brands can set in place when their executives are fully in command of how to move from strategy to tactics. Specifically, it studies the brands, their products and signature experiences as well as their relationship with

the consumer in an attempt to define the greater powers that have pushed fashion labels in and out of fashion. It focuses on case analysis of specific luxury fashion brands and attempts to link those to the greater context of material culture while also elaborating on theoretical discussions. Bridging theory and practice, this book explores the relationship between creative strategy and cultural intelligence.
