

1. Record Nr.	UNINA9910449838903321
Autore	Mathieson Rick
Titolo	Branding unbound [[electronic resource]] : the future of advertising, sales, and the brand experience in the wireless age // Rick Mathieson
Pubbl/distr/stampa	New York, : AMACOM, c2005
ISBN	1-281-12702-7 9786611127022 0-8144-2890-8
Descrizione fisica	1 online resource (255 p.)
Disciplina	658.8/72
Soggetti	Mobile commerce Product management 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 (p. [213]-227) and index.
Nota di contenuto	Preliminaries; Contents; Introduction; The Rise of mBranding; Reach Out & Sell Someone; Christopher Locke; Dialing for Dollars: M-Commerce Puts Sales in Motion; A Moving Experience; The Wireless Point of Persuasion; Service with a Stylus; No Wires, New Rules; Marketing 2020; Notes; Acknowledgments; Index
Sommario/riassunto	Using wireless technology to create a new kind of brand relationship with customers.

2. Record Nr.	UNINA9910780902903321
Titolo	South Asian novelists in English [[electronic resource]] : an A-to-Z guide // edited by Jaina C. Sanga ; Emmanuel S. Nelson, advisory editor
Pubbl/distr/stampa	Westport, Conn., : Greenwood Press, 2003
ISBN	1-280-90876-9 9786610908769 0-313-01696-8
Descrizione fisica	1 online resource (325 p.)
Altri autori (Persone)	SangaJaina C. <1961->
Disciplina	820.9/954 B
Soggetti	Authors, South Asian Indic fiction (English) - South Asian authors Indic fiction (English) - 20th century - History and criticism
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 (p. [297]-299) and index.
Nota di contenuto	Contents; Introduction; MEENA ALEXANDER (1951-); MULK RAJ ANAND (1905-); ANJANA APPACHANA (1972-); JEAN ARASANAYAGAM (1930-); VIKRAM CHANDRA (1961-); UPAMANYU CHATTERJEE (1959-); AMIT CHAUDHURI (1962-); NIRAD CHANDRA CHAUDHURI (1897-1999); KAMALA DAS (1934-); ANITA DESAI (1937-); SHASHI DESHPANDE (1938-); FARRUKH DHONDY (1944-); CHITRA BANERJEE DIVAKARUNI (1956-); INDIRA GANESAN (1960-); ZULFIKAR GHOSE (1935-); AMITAV GHOSH (1956-); YASMINE GOONERATNE (1935-); JAMES GOONEWARDENE (1921-1997); ROMESH GUNESEKERA (1954-); SUNETRA GUPTA (1965-); KAIZAD GUSTAD (1968-) MOHSIN HAMID (1971-)GITHA HARIHARAN (1957-); RAJ KAMAL JHA (1966-); FIRDAUS KANGA (1961-); MANJU KAPUR (1949?-); MUKUL KESAVAN (1957-); ADIB KHAN (1949-); CHANDANI LOKUGE (19??-); MANOHAR MALGONKAR (1913-); KAMALA MARKANDAYA (1935-); GITA MEHTA (1943-); VED MEHTA (1934-); PANKAJ MISHRA (1969-); ROHINTON MISTRY (1952-); BHARATI MUKHERJEE (1940-); KIRAN NAGARKAR (1942-); SUNITI NAMJOSHI (1941-); KIRIN NARAYAN (1959-); R. K. NARAYAN (1906-2001); MICHAEL ONDAATJE (1943-);

VICTOR RANGEL-RIBEIRO (1925-); RAJA RAO (1910-); ARUNDHATI ROY (1960-); SALMAN RUSHDIE (1947-)
NAYANTARA SAHGAL (1927-). ALLAN SEALY (1951-); SHYAM SELVADURAI (1965-); VIKRAM SETH (1952-); BULBUL SHARMA (1952-); BAPSI SIDHWA (1938-); KHUSHWANT SINGH (1915-); SARA SULERI (1953-); MANIL SURI (1959-); SHASHI THAROOR (1956-); ARDASHIR VAKIL (1962-); MOYEZ G.VASSANJI (1950-); Selected Bibliography; Index; A; B; C; D; E; F; G; H; I; J; K; L; M; N; O; P; Q; R; S; T; U; V; W; About the Editor and Contributors

Sommario/riassunto

With the publication of Salman Rushdie's Booker Prize winning novel, *Midnight's Children* in 1981, followed by the unprecedented popularity of his subsequent works, the cinematic adaptation of Michael Ondaatje's *The English Patient*, many other best-sellers written by South Asian novelists writing in English have gained a tremendous following. This reference is a guide to their lives and writings. The volume focuses on novelists born in South Asia who have written and continue to write about issues concerning that region. Some of the novelists have published widely, while others are only

3. Record Nr.

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Titolo

A Manifesto for Ombudsman Reform // edited by Richard Kirkham, Chris Gill

Pubbl/distr/stampa

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Edizione

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Descrizione fisica

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350.91
364

Soggetti

Law and the social sciences
Administrative law
Human rights
Socio-Legal Studies
Administrative Law
Human Rights

Lingua di pubblicazione

Inglese

Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	<p>1. Introduction, Chris Gill And Richard Kirkham -- 2. Five Principles For A New Public Services Ombudsman, Richard Kirkham And Chris Gill -- 3. The Public Services Ombud And The Claims Of Democracy, Nick O'brien -- 4. The Ombud's Jurisdiction: Integration, Specialism, And Territorial Scope, Carolyn Hirst And Chris Gill -- 5. The Ombud And Own-Initiative Investigation Powers, Chris Gill -- 6. The Ombud And "Complaint Standards Authority" Powers", Chris Gill -- 7. Managing Complaints: Focusing On Users And Non-Users Of The System, Naomi Creutzfeldt -- 8. Strengthening Procedural Fairness And Transparency Through Ombudsman Legislation, Richard Kirkham -- 9. The Challenges Of Independence, Accountability And Governance In The Ombudsman Sector, Brian Thompson.</p>
Sommario/riassunto	<p>This book seeks to persuade policy-makers and legislators of the need for legislative reform of the ombudsman sector, and to evidence the ways in which such reformative legislation can be designed. In pursuing this goal, this book represents an academic response to a challenge laid down by the current Parliamentary Ombudsman in February 2018, at a JUSTICE event. It draws on the original research of the authors and bases its proposals for reform on a fundamental re-assessment of the focus and purpose of ombudsman systems. A Manifesto for Ombudsman Reform deals with key, recurring controversies in ombudsman scholarship, including the role that the ombudsman should be fulfilling, the procedures it should employ, the powers that are necessary for effectiveness, and the means of ensuring both freedom of operation and accountability. It will inform academic and policy debates about the future of the ombudsman institution in the UK and its analysis should be of interest to academics and policy-makers in other jurisdictions.</p>