

1. Record Nr.	UNINA9910450255403321
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Titolo	Services, marketing and management [[electronic resource] /] / Audrey Gilmore
Pubbl/distr/stampa	London, : SAGE, c2003
ISBN	0-7619-4158-4 1-280-36864-0 9786610368648 1-4129-3216-5
Descrizione fisica	1 online resource (221 p.)
Disciplina	658.8
Soggetti	Service industries - Management Service industries - Marketing 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 and indexes.
Nota di contenuto	Cover; Contents; Chapter 1 - Underpinning Concepts of Services Marketing Management; Chapter 2 - Evaluation and Measurement of Services; Chapter 3 - Services Marketing in Specific Contexts - the For-Profit Sector; Chapter 4 - Services Marketing in Specific Contexts - the Not-for-Profit Sector; Chapter 5 - Organizational Influences on Services Management; Chapter 6 - Management Styles and Emphasis for Services Marketing; Chapter 7 - Internal Marketing in Service Organizations; Chapter 8 - Management Competencies for Services Marketing; Chapter 9 - Contemporary Issues in Services Marketing Chapter 10 - Services Marketing Management - What does the Future Hold? Author Index; Subject Index
Sommario/riassunto	This text provides an overview of the characteristics and underlying principles of delivering services in today's marketplace, and places these issues in the context of the frameworks and activities of various types of organization, such as financial services, tourism, charities and museums.

2. Record Nr.	UNINA9910816200403321
Titolo	Community based water management and social capital // Kiyoshi Kobayashi [and three others]
Pubbl/distr/stampa	London, England : , : IWA Publishing, , 2014 ©2014
ISBN	1-78040-545-6
Descrizione fisica	1 online resource (250 pages) : illustrations
Disciplina	333.910091724
Soggetti	Water-supply - Developing countries - Management Infrastructure (Economics) - Developing countries
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 at the end of each chapters.
Nota di contenuto	List of Figures; List of Tables; About the Authors; Preface; Foreword; 1. Aspects of community-based water management and social capital; 1.1 Introduction; 1.2 Foundation of Collective Action; 1.3 Water Governance and Participatory Approaches; 1.4 Institutions of Community-Based Water Management; 1.5 Case Studies; 1.6 Concluding Comments; 1.7 References; 2. An alternative clean water supply system for community living in coastal and flood-prone areas: lesson learned from Legon Kulon village; 2.1 Introduction 2.2 The Community and Water Supply Management in Legon Kulon Village 2.3 The Framework; 2.4 Water Management Plan; 2.5 Conclusion; 2.6 References; 3. Collective action in water resource management: theoretical perspectives and propositions; 3.1 Introduction; 3.2 Collective Action for Managing Common Pool Resource (CPR): Elinor Ostrom Framework; 3.3 Conditions of Collective Action: Robert Wade's Perspective; 3.4 A General Theory of Collective Action; 3.4.1 Individual Preference and Choice; 3.4.2 Potential Actors and Focal Actors; 3.4.3 Shared Knowledge and its Accessibility 3.4.4 Prevailing Objective Conditions in the Society 3.4.5 Sustaining Collective Action: Role of Structuration and Legitimation Dynamics; 3.5 Applying the General Theory for Collective Water Resource Management: Theoretical Propositions for Empirical Validation; 3.6 Concluding Remarks; 3.7 References; 4. Participatory approach to

community based water supply system; 4.1 Introduction; 4.2 Empirical Research; 4.2.1 Access to Water; 4.2.2 Demographic Data of the Respondents; 4.3 Model and Estimation Method; 4.3.1 Model; 4.3.2 Bayesian Inference; 4.3.3 The Markov Chain Monte Carlo (MCMC) Sampler
4.4 Results and Discussions 4.4.1 The Explanatory Variables; 4.4.2 The Weight Matrix; 4.4.3 Estimation Results; 4.5 Conclusion; 4.6 References; 5. Social capital and governance for efficient water management; 5.1 Water - An Unevenly Supplied Indispensability for Life; 5.2 The Multiple Identities of Water; 5.3 Three Alternatives for Water Management; 5.4 Problems of Government in Many Developing Countries; 5.5 What is "Good Governance" in Water Management?; 5.6 Self-Organized Systems for Management of Common Resources; 5.7 The Importance of Social Capital; 5.7.1 Historical Social Capital 5.7.2 Confidence as Social Capital 5.7.3 Networking as Social Capital; 5.7.4 Learning as Social Capital; 5.7.5 Economy-Related Social Capital; 5.7.6 The Mobilizing Role of Social Capital; 5.8 Social Capital in the Governance of Urban Water Supply; 5.8.1 Bonding Social Capital; 5.8.2 Bridging Social Capital; 5.8.3 Linking Social Capital; 5.8.4 Social Capital and Governance; 5.9 Some Conclusions; 5.10 References; 6. Trust formation in collaborative water management; 6.1 Introduction; 6.2 Private Language and Communication; 6.2.1 A Theory of Communication; 6.2.2 The Problem of Private Language 6.2.3 The Subjective Communication Game
