

1. Record Nr.	UNINA9910451054003321
Titolo	New directions in economic methodology [[electronic resource] /] / edited by Roger E. Backhouse
Pubbl/distr/stampa	London ; ; New York, : Routledge, 1994
ISBN	0-429-22961-5 0-585-46060-4 0-203-20408-5 1-280-32388-4
Descrizione fisica	1 online resource (409 p.)
Collana	Economics as social theory
Altri autori (Persone)	BackhouseRoger
Disciplina	330.01 330/01
Soggetti	Economics - Methodology Economics - Philosophy 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 index.
Nota di contenuto	Cover; New Directions in Economic Methodology; Copyright; Contents; Preface; 1. Introduction: New Directions in Economic Methodology; Part I. General Perspectives; 2. Ends and Means in the Methodology of Economics; 3. The Art of Economics by the Numbers; 4. What Are the Questions?; 5. The Sociology of Scientific Knowledge: Some Thoughts on the Possibilities; Part II. Falsificationism: for and Against; 6. Why I Am Not a Constructivist: Confessions of an Unrepentant Popperian; 7. Two Proposals for the Recovery of Economic Practice 8. Scientific Thinking Without Scientific Method: Two Views of PopperPart III. Philosophical Perspectives on Economics; 10. Kuhn, Lakatos and the Character of Economics; 11. What Is the Cognitive Status of Economic Theory?; 12. Reorienting the Assumptions Issue; 13. A Realist Theory for Economics; 14. Pragmatism, Pragmaticism and Economic Method; Part IV. Economics as Discourse; 15. How to Do a Rhetorical Analysis, and Why; 16. Metaphor and Economics; 17. The Economy as Text; Index
Sommario/riassunto	In recent years there has been a flowering of work on economic

methodology. However there is no longer any consensus about which direction this should take or, indeed, even what the role and content of economic methodology should be. This book reflects this diversity. Its contributors are responsible for the major developments in this field and together they give an account of all the major positions which currently prevail in economic methodology. These include attempts to rehabilitate the 'falsification' of Kuhn, Lakatos and Popper, sociology of knowledge approaches, different forms of reali

2. Record Nr.	UNINA9910779113803321
Autore	Gao Ge (Professor of communication studies)
Titolo	Communicating effectively with the Chinese [[electronic resource] /] / Ge Gao, Stella Ting-Toomey
Pubbl/distr/stampa	Thousand Oaks, Calif. ; ; London, : SAGE, c1998
ISBN	1-4522-3614-3 1-322-41354-1 0-8039-7003-X 1-4522-2144-8
Descrizione fisica	1 online resource (ix, 109 p.)
Collana	Communicating effectively in multicultural contexts ; ; v. 5
Altri autori (Persone)	Ting-ToomeyStella
Disciplina	302.20951
Soggetti	Communication - China Intercultural communication - China Interpersonal communication - China Communication and culture - China Intercultural communication - North America
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. 95-102) and index.
Nota di contenuto	Cover; Contents; Preface; Chapter 1 - Self-OTHER Perspective and Communication; Conceptualizing Chinese Culture and Communication; Self-OTHER Perspective: Contextualizing Chinese Communication; Conclusion; Organization of the Book; Chapter 2 - Chinese Personal Relationship Development Processes; Gan Qing : The Basis of Chinese Personal Relationships; Ren Qing and Bao; Conclusion; Chapter 3 -

Characteristics of Chinese Communication; Han Xu; Ting Hua; Ke Qi; The Insider Effect on Communication; Conclusion; Chapter 4 -Mian Zi; The Conceptualization of Mian Zi
Implications of the Concern for Mian Zi
Mian Zi : Face-Directed Communication Strategies; Conclusion; Chapter 5 -Miscommunication Between Chinese and North Americans; Chinese-North American Communication in a Dilemma; What Is Not Said Versus What Is Said; We Versus I; Polite Versus Impolite Talk; Indirect Versus Direct Talk; Hesitant Versus Assertive Speech; Self-Effacing Versus Self-Enhancing Talk; Private Versus Public Personal Questions; Reticent Versus Expressive Speech; Improving Chinese-North American Communication; Epilogue; Limitations; Future Avenues of Inquiry; Conclusion; References
IndexAbout the Authors

Sommario/riassunto

By identifying some of the distinctive communication practices in Chinese culture, and interpreting the dynamics, the authors offer a realistic and clear illustration of the specific characteristics of Chinese communication.

3. Record Nr. UNINA9910811516703321

Autore Weber Larry

Titolo Authentic marketing : how to capture hearts and minds through the power of purpose // Larry Weber

Pubbl/distr/stampa Hoboken, New Jersey : , : Wiley, , 2019

ISBN 1-119-51377-4
1-119-51373-1

Edizione [1st edition]

Descrizione fisica 1 online resource (255 pages)

Disciplina 658.8

Soggetti Marketing - Moral and ethical aspects

Lingua di pubblicazione Inglese

Formato Materiale a stampa

Livello bibliografico Monografia

Nota di bibliografia Includes bibliographical references and index.

Nota di contenuto Profit meets purpose : find your company's soul -- The era of social consciousness : where technology meets humanity -- A better strategy model for a better world -- The evolution of marketing : moving from

manipulation to authenticity -- Search for truths to drive constituency mapping -- Humanize your brand -- Move beyond storytelling to storydoing -- Use data-telling to anchor objectives & validate progress -- Infuse trusted voices in paid, owned & earned media -- Create a purpose-driven culture -- Measure the value purpose -- Make a plan -- Purpose is everything.

Sommario/riassunto

Engage on a deeper level by disrupting the typical business development script Authentic Marketing offers a forward-thinking approach to achieving an entirely new level of engagement with today's purpose-driven and skeptical audiences. The heart of this process involves finding the soul of your organization. When moral purpose becomes central to your organization, it can deliver benefits to both the bottom line and mankind: a profit meets purpose proposition. This path requires a reinvention of today's dated business model, abolishing the inefficient, siloed approach of developing a business strategy first and then later creating separate strategies for marketing, HR, manufacturing, R&D, etc. The new integrated model fuses a tight integration of business, technology innovation and engagement strategies, all of which are bound together by a company's moral purpose. When moral purpose is central to an organization's core, everything branches out from a place of authenticity. Rather than a siloed CSR effort, you develop employee and customer relationships based on real—not curated—connections with a brand's moral mission. You build true engagement, trust and evangelism. And, along the way, your customers will actually help to co-create your brand. This book shows you how to transform your business by putting moral purpose to work for your stakeholders and the planet. Embrace a new model that integrates business, technology innovation, and engagement strategies with moral purpose as the glue that binds them together Learn the key steps to find your moral purpose Discover how to engage audiences with a transparent, authentic marketing approach that forges powerful connections and builds trust. With a world of options at their fingertips, today's purpose-driven customers want a brand they can identify with and trust. Authentic Marketing shows you how to make your brand more human, more likeable, more genuine and guides you on how to connect with audiences on a moral level. This process will build a new level of engagement that will benefit both your long-term value and the world.
