

1. Record Nr.	UNINA9910451646003321
Autore	Sanchez Marta Ester
Titolo	"Shakin' up" race and gender [[electronic resource]] : intercultural connections in Puerto Rican, African American, and Chicano narratives and culture (1965-1995) // Marta E. Sanchez
Pubbl/distr/stampa	Austin, : University of Texas Press, 2005
ISBN	0-292-79680-3
Edizione	[1st ed.]
Descrizione fisica	1 online resource (221 p.)
Collana	Chicana matters series
Disciplina	810.9/920693/09045
Soggetti	American literature - Minority authors - History and criticism American literature - 20th century - History and criticism Puerto Ricans - United States - Intellectual life Narration (Rhetoric) - History - 20th century African Americans - Intellectual life Mexican Americans - Intellectual life African Americans in literature Mexican Americans in literature Puerto Ricans in literature Ethnic groups in literature Minorities in literature Sex role in literature Race in literature Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di bibliografia	Includes bibliographical references (p. [175]-188) and index.
Nota di contenuto	"In bed" with La Malinche : stories of "family" a la Octavio Paz, Daniel Patrick Moynihan, and Oscar Lewis -- La Malinche at the intersection of Puerto Rican and African American cultures : Piri Thomas and Down these mean streets -- La Malinche : shuffling the Puerto Rican border in Spanish and Black Harlem -- Of nutshells, frogs, and men in Manchild in the promised land -- Grandma knows best : the women in Manchild in the promised land -- Overcoming self-loathing, learning to love brownness : Oscar Zeta Acosta and the autobiography of a brown

buffalo.

2. Record Nr.	UNINA9910796855403321
Autore	Wrigley Cara
Titolo	Affected : emotionally engaging customers in the digital age // Cara Wrigley & Karla Straker
Pubbl/distr/stampa	Milton, Qld : , : John Wiley & Sons Australia, Ltd, , 2018
ISBN	0-7303-5700-7 0-7303-5699-X
Edizione	[1st edition]
Descrizione fisica	1 online resource (230 pages) : illustrations
Disciplina	658.812
Soggetti	Customer relations Internet marketing BUSINESS & ECONOMICS / Management Science BUSINESS & ECONOMICS / Management BUSINESS & ECONOMICS / Industrial Management BUSINESS & ECONOMICS / Organizational Behavior
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references.
Sommario/riassunto	How can you create meaningful connections with customers in the digital space? The rapid emergence of new technologies has revolutionized the way companies build relationships and interact with their customers. Today, it's more important than ever to have an emotional understanding of customers and how they feel about a product, service, or business, even when your primary interactions are via digital channels. Affected goes beyond influencing behaviors to understanding cognition and emotion as a way to better connect with customers in the digital space. In it, Wrigley and Straker offer a new approach—one that examines channel relationships and useful concepts for clarifying and refining the emotional meaning behind company strategy and their relationship to corresponding channels. Using case study examples from and over a decade of primary research

in the area, they discuss the process and impact of such emotionally aware channel designs. Spanning entrepreneurial start-up techniques of wunderkind artist Cj Hendry through to the lucrative retail sector of luxury brand Burberry, this seminal book offers multi-channel design approach that can show companies how to select, design, and maintain digital engagements based on their strategy and industry needs. Shows businesses how they can better understand and engage with customers digitally Demonstrates how to gain competitive advantage by integrating design methods into corporate strategy Provides multi-channel approaches for how businesses can select, design, and maintain digital engagements Establishes a clear framework for analysing and applying the right strategy for your digital engagement Connecting and engaging with customers is pivotal to business success, but in the digital space the old methods just won't cut it. With Affected , you'll find the tools and techniques you need to find your customers where they are.
