

1. Record Nr.	UNINA9910455492303321
Autore	Curry Jeffrey E. <1953->
Titolo	A short course in international marketing [[electronic resource]] : approaching and penetrating the global marketplace // Jeffrey Edmund Curry
Pubbl/distr/stampa	Petaluma, CA, : World Trade Press, c2009
ISBN	1-60780-079-9
Edizione	[3rd ed.]
Descrizione fisica	1 online resource (192 p.)
Collana	The Short course in international trade series
Disciplina	658.8 658.8/48 658.848
Soggetti	Export marketing Global business 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. 184). Includes web resources.
Nota di contenuto	International Marketing; Introduction; Table of Contents; Chapter 1: Marketing Basics; Chapter 2: Elements of the Marketplace; Chapter 3: The Dimensions of International Marketing; Chapter 4: International Trade; Chapter 5: The Role of Governments; Chapter 6: The Role of Cultural Forces; Chapter 7: Developing Products for the Foreign Market; Chapter 8: Market Research; Chapter 9: Preparing for Market Entry; Chapter 10: Developing Distribution; Chapter 11: Advertising and Promotions; Chapter 12: Making Contact: Different Products and Promotions; Chapter 13: Staffing the New Market Chapter 14: Evaluating PerformanceChapter 15: The Marketing Plan; Chapter 16: The Marketing Audit; Chapter 17: Glossary; Chapter 18: Resources
Sommario/riassunto	A Short Course in International Marketing will transform your export operation into a market-driven, profit-making enterprise by explaining how to employ international marketing methods and strategies used by successful firms worldwide.

2. Record Nr.	UNINA9910452395003321
Autore	DeMarco Marcella
Titolo	Audiovisual translation through a gender lens [[electronic resource] /] / Marcella De Marco
Pubbl/distr/stampa	Amsterdam ; ; New York, : Rodopi, 2012
ISBN	1-283-54301-X 9786613855466 94-012-0788-7
Descrizione fisica	1 online resource (231 p.)
Collana	Approaches to translation studies ; ; v. 37
Disciplina	418.02028
Soggetti	Motion pictures - Translating Sexism in motion pictures 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.
Nota di contenuto	Preliminary Material -- List of figures -- List of tables -- Acknowledgements -- Note to the reader -- Introduction -- The relevance of interdisciplinary research -- Sexism and gender stereotypes -- Multiple portrayals of gender in Anglo-American cinema -- Representation of gender in speech -- Conclusions -- References -- Filmography.
Sommario/riassunto	The past decades have witnessed considerable developments in Translation Studies and, particularly, a growing interest in the cultural and ideological differences engendered by the act of translating. More recently, Audiovisual Translation has also experienced an impressive growth in terms of research developments and applications. This book focuses on the role that cinematic language and audiovisual translation play in the transmission of stereotypes concerning gender, sexuality, ethnicity and economic status. While it helps identify the gender bias embedded in language and how this is then manipulated during the dubbing transfer, this book also addresses other considerations such as the role of the audiovisual translators, the triggers which reinforce the androcentric views already present in films, and the influence on the translators of ideological and political constraints. For this reason it

is of interest to both the academic community and the wider public who may still be the target of gender discrimination themselves and/or are sensitive to gender issues.
