

1. Record Nr.	UNINA9910455208703321
Autore	Stark Oded
Titolo	Altruism and beyond : an economic analysis of transfers and exchanges within families and groups // Oded Stark [[electronic resource]]
Pubbl/distr/stampa	Cambridge : , : Cambridge University Press, , 1995
ISBN	1-107-11257-5 0-511-15209-4 0-511-05308-8 0-511-49360-6 0-511-11616-0 1-280-15186-2 0-521-66373-3 0-511-32331-X
Descrizione fisica	1 online resource (x, 142 pages) : digital, PDF file(s)
Collana	Oscar Morgenstern memorial lectures
Disciplina	330
Soggetti	Economics - Methodology Families - Economic aspects Exchange Altruism
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Title from publisher's bibliographic system (viewed on 05 Oct 2015).
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Altruism, transfers, and wellbeing -- The timing of intergenerational transfers: an implication -- An exchange implication of transfers: the demonstration effect -- Transfers by migrants: a strategic motive for remittances -- Exchange with recognition costs: an explanation of migrants' performance -- Intrafamilial transfers and exchanges: forming and sustaining altruism.
Sommario/riassunto	How do altruistic links affect allocative behavior and wellbeing? Can the processes of transmission and probable acquisition of parental traits result in a stable equilibrium where all agents are altruists? Why do children furnish their parents with attention and care? Does the timing of the intergenerational transfer of the family's productive asset affect the recipient's incentive to acquire human capital? Why do migrants

remit? Altruism and Beyond provides answers to these and related questions. In addition, it traces some of the market repercussions of the intrafamilial, intergenerational, and intragroup transfers and exchanges that it models.

2. Record Nr.	UNINA9910456598803321
Autore	Moore Karl <1955-, >
Titolo	Marketing : the basics // Karl Moore and Niketh Pareek
Pubbl/distr/stampa	London ; ; New York : , : Routledge, , 2010
ISBN	1-134-17889-1 1-135-22591-5 1-282-44409-3 9786612444098 0-203-87034-4
Edizione	[2nd ed.]
Descrizione fisica	1 online resource (246 p.)
Collana	The basics
Altri autori (Persone)	PareekNiketh
Disciplina	658.8
Soggetti	Consumer behavior - Research Export marketing - Management Marketing research Marketing - 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 and index.
Nota di contenuto	BOOK COVER; TITLE; COPYRIGHT; CONTENTS; LIST OF ILLUSTRATIONS; INTRODUCTION; 1 WHAT IS MANAGEMENT?; 2 MARKETING AS A CORPORATE FUNCTION; 3 SEGMENTATION, TARGETING AND POSITIONING; 4 ONLINE MARKETING; 5 PRODUCT AND PLACEMENT; 6 PRICE; 7 PROMOTION; 8 PEOPLE; 9 MARKET RESEARCH: SEEKING DEEP INSIGHT INTO THE CUSTOMER'S WORLD AND MIND; 10 GLOBAL MARKETING; GLOSSARY; INDEX
Sommario/riassunto	'...a punchy, stripped-down version of what marketing is all about.' - The Times Higher Education Supplement If you have a product you're

looking to market, or you're seeking to learn more about the potential of online marketing, Marketing: The Basics tells you everything you need to know about the techniques marketers use to push their product to the 'tipping point'. The essentials of e-commerce are explored and explained, along side more traditional marketing approaches in this revised and updated new edition. This book: <LI
