

1. Record Nr.	UNINA9910459364103321
Autore	Reichhard Matthias
Titolo	European spirit, adaption to market economy and national identity in Poland and Ukraine [[electronic resource] ] : national culture and its influence on the European Integration, advertising and entrepreneurship / / Matthias Reichhard
Pubbl/distr/stampa	Hamburg, : Diplomica Verlag, 2008
ISBN	3-8366-1283-6
Descrizione fisica	1 online resource (284 p.)
Collana	MA-Thesis/Master
Disciplina	306.3
Soggetti	Nationalism - Europe, Eastern - History Electronic books. Europe, Eastern Politics and government
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Cover title.
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	European spirit, adaption to market economy and national identity in Poland and Ukraine; Acknowledgement;; Abstract; Resume; Kurzzusammenfassung; Streszczenie; Table of content; Registry of tables; Index of figures; List of abbreviations;; Introduction; 1 The role of Poland and Ukraine in the Council for Mutual Economic Aid(CMEA) and their position during its breakdown; 2 Theoretical contemplations of the NC notion: literature review, discussion; 3 Integration of NC traits extracted from selected models 4 Main features of Polish and Ukrainian national identity, its occurrence nowadays, bi-national comparison and role in the countries` process of European harmonisation 5 Theoretical precis of the Basic Human Need subject, draft of respective consumers` need topology based upon of suitable advertising cases; 6 Polish and Ukrainian national values and their traceability incustoms of business ownership and the complexion of Small- and Medium-sized Enterprises; Conclusion; Annex; List of paper and report references; Directory of book-based sources; Registry of online sources
Sommario/riassunto	Hauptbeschreibung When at the turn of the 1980, the face of the political world was largely remodeled with the vanishment of classical

East and West blocs, the economical wasteland created by the failed socialist planned economic system constituted a fascinating research pasture for economists of all disciplines - especially macroeconomists and specialists for economic politics. At universities, new faculties for transformation studies were created. Authors like Rodrick elucidated the reasons for the acute period of the COMECON alliance in form of the Soviet trade shock, de Melo,

2. Record Nr.	UNISA990002998540203316
Autore	MORDACCI, Roberto
Titolo	La vita etica e le buone ragioni / Roberto Mordacci
Pubbl/distr/stampa	Milano, : B. Mondadori, copyr. 2007
ISBN	978-88-424-2024-8
Descrizione fisica	XVI, 239 p. ; 21 cm
Collana	Sintesi La vita pensata
Disciplina	170
Soggetti	Morale
Collocazione	II.1.D. 4557
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia