

1. Record Nr.	UNINA9910460947203321
Autore	Best Geoffrey <1928->
Titolo	Honour among men and nations : transformations of an idea / / Geoffrey Best
Pubbl/distr/stampa	Toronto, [Ontario] ; ; Buffalo, [New York] ; ; London, [England] : , : University of Toronto Press, , 1982 ©1982
ISBN	1-4426-5690-5 1-4426-3359-X
Descrizione fisica	1 online resource (124 p.)
Collana	The Joanne Goodman Lectures ; ; 1981
Disciplina	320.5
Soggetti	Nationalism Internationalism Honor Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Frontmatter -- Contents -- Foreword -- Preface -- 1. Noblemen and the Rest -- 2. Democracy and Nationalization -- 3. Man and Mankind -- Postscript -- Notes -- Index -- Backmatter
Sommario/riassunto	To no group subject to sociological and political analysis has honour seemed to matter more than to the military. Their idea of it has commonly been accepted as the most superior, open to emulation to the limited extent that different circumstances and purposes in non-military life permit. The degeneration of this concept and of the public realm in which honour's obligations have to be observed is the subject of this book, based on the 1981 Joanne Goodman Lectures at the University of Western Ontario. Best begins with the discovery, in the age of the American and French revolutions, of the nation as the supreme object of honourable service. He discusses how nationalism and democracy marched together through the nineteenth century to harden this creed and broaden its base, so that what had previously been a code for noblemen became a popular code for patriots. He finds that, in spite of the historical naturalness, even inevitability, of nationalism, its

ensuing and corrective counter-current, internationalism, is a much more appealing principle. In internationalism, a tradition of cosmopolitan, transnational thought and activity, unmoved by the passions of nationalism and critical of them on the grounds of humanity and peace, he perceives a greater field for honourable service—honour's obligation to the service of mankind. Best casts new light upon some familiar historical episodes and values and suggests fruitful fields for future study.

2. Record Nr.	UNINA9910159445803321
Autore	Nadda Vipin
Titolo	Promotional strategies and new service opportunities in emerging economies // Vipin Nadda, Sumesh Dadwal and Roya Rahimi [editors]
Pubbl/distr/stampa	Hershey, Pennsylvania : , : Business Science Reference, , 2017 ©2017
ISBN	9781522522072 9781522522065
Descrizione fisica	PDFs (417 pages)
Collana	Advances in Marketing, Customer Relationship Management, and E-Services (AMCRMES) Book Series, , 2327-5529
Disciplina	658.8
Soggetti	Service industries - Developing countries - Marketing Sales promotion - Developing countries Customer relations - Developing countries - Management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Service sector and antecedents of marketing strategies for emerging markets: a case of Indian market / Sumesh Singh Dadwal -- Social innovation practices in services for sustainable consumption: the case of Turkey / Banu Atrek, Burcu Ilter -- Competitive strategies in retailing in emerging economies: evidence from Turkey / Faruk Anl Konuk -- Service risk management in emerging economies / Yilmaz Akgunduz -- Augmented reality for tourism service promotion in Iran as an emerging market / Neda Shabani, Azizul Hassan -- Issues in service marketing in emerging economies / Mahmood Ali, Arvind Upadhyay, Vikas Kumar --

Managing innovation in the service sector in emerging markets / Husam Awadalla -- Pre-purchase user perceptions of attributes and post-purchase attitudes in building successful online retail promotional strategies / Sajad Rezaei, Rona Chandran, Yoke Moi Oh -- Engagement with online customers in emerging economies: the power of online brand communities and social networking sites / Esra Arkan -- Technology-enabled experiential marketing: promotional strategies towards new service opportunities / Thorben Haenel, Wilhelm Loibl, Hui Wang -- Understanding the relationship between culture and sensory marketing in developing strategies and opportunities in emerging economies: a cross-cultural study / Abdulelah Althagafi, Mahmood Ali -- Adoption and acceptance of online banking: a comparative study of UK and Nigeria retail banks / Abimbola Dada -- Using internet: a mechanism to develop market share / S. Fatemeh Mostafavi Shirazi -- Always on: managing online communities in a 24/7 society / Sarah Williams.

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#### Sommario/riassunto

"[This book] is a key resource in the field of service marketing and promotions, service innovations, and branding in developing countries. Highlighting multidisciplinary studies on self-service technologies, sustainable consumption, and customer relation management, this publication is an ideal reference source for policy makers, academicians, practitioners, researchers, students, marketers, and government officials actively involved in the services industry"-- Provided by publisher.

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