

1. Record Nr.	UNINA9910461947003321
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Titolo	An investigation on contemporary consumer resistance [[electronic resource]] : how Web 2.0 makes consumers powerful / / Martin Konig
Pubbl/distr/stampa	Hamburg, : Diplomica Verlag, 2012
ISBN	3-8428-2828-4
Descrizione fisica	1 online resource (112 p.)
Disciplina	659.1019
Soggetti	Consumer behavior Consumers - Effect of technological behaviors on - Research 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	An Investigation on Contemporary Consumer Resistance: How Web 2.0 Makes Consumers Powerful; Table of contents; Abstract; Introduction; 1. The era of postmodernism: blessing and curse for consumers; 1.1 In favour of the consumer - from universalism to individualism; 1.1.1 Liberation from cultural authorities; 1.1.2 Postmodernism - the extension or improvement of modernism; 1.2 Characteristics of postmodernism; 1.3. Postmodern consumer culture - blessing or curse?; 1.3.1 Postmodernism - a new era of consumption begins; 1.3.2 Postmodernism - an increasing burden for consumers 2. A conceptualization of resistance2.1 What people resist against - how consumers' patience is strained; 2.2 What makes consumers finally become active?; 2.3 Enough is enough - how to resist ruthless business practices; 3. Immersion in the online world - new opportunities for consumers; 3.1. Deeper insights into the term "Internet"; 3.1.1 How everything began - from a military project to the WWW; 3.1.2 The Internet and its revolutionary development; 3.2 A new type of consumer is born; 3.2.1 Web 2.0 technologies - powerful tools; 3.2.2 Anti-brand sites - a contribution to keep others informed 4. Empirical studies - How it looks in reality4.1 Findings on anti-brand sites; 4.2 Consumer behavior in the times of Web 2.0; Conclusion; Attachment; Bibliography; Monographies and Articles;; Internet Sources;; Author's Profile

Sommario/riassunto

Hauptbeschreibung As a consequence of the ongoing globalization, more and more corporations start to target an international audience. Accordingly, consumers have to deal with a rising number of product offers. When trying to filter only relevant information which are interesting for themselves, consumers have to decrypt at the same time what is the meaning behind the different advertising messages circulating in daily life. Consequently, it is comprehensible that people become more and more stressed as well as angry nowadays. In order to get a better understanding of contemporary c

2. Record Nr.	UNINA9910484883703321
Titolo	The reshaping of China-Southeast Asia relations in light of the COVID-19 pandemic // Nian Peng, editor
Pubbl/distr/stampa	Gateway East, Singapore : , : Springer, , [2021] Â©2021
ISBN	9789813344167 981-334-416-4
Descrizione fisica	1 online resource (194 pages)
Disciplina	327.51059
Soggetti	COVID-19 Pandemic, 2020- - China COVID-19 Pandemic, 2020- - Southeast Asia China Foreign relations Southeast Asia
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	China-ASEAN community of a shared future under COVID-19, dual influence and policy recommendations / Nian Peng -- The COVID-19 pandemic and Philippines-China relations / Aaron Jed Rabena -- Cambodia's response to COVID-19 and its impacts on Cambodia-China relations / Chandarith Neak and Sothearak Sok -- Malaysia-China relations during the movement control order period and beyond, assessment from the mutual trust variable / Chee Leong Lee and Md. Nasrudin Md. Akhir -- Myanmar's response to COVID-19 and its

impacts on China-Myanmar relations / Myint San -- Vietnam-China relation in the context of the COVID-19, situation and prospect / Tuan Khanh Nguyen and Nam Tien Tran -- Impacts of COVID-19 on BRI, a case study of Thailand / Nisit Panthamit -- Indonesia's response to COVID-19, between economics, public health, and social media / Putri Rakhmadhani Nur Rimbawati -- Singapore's response to COVID-19 and its impacts on Singapore-China relations / Xianbai Ji.
