

1. Record Nr.	UNINA9910462067903321
Autore	Rattigan-Rohr Jean
Titolo	It takes a village [[electronic resource]] : a collaborative assault on the struggling reader dilemma : one school of education's approach to preparing effective reading teachers while addressing issues related to readers who struggle and parental inclusion / / Jean Rattigan-Rohr ; foreword by Judith Howard
Pubbl/distr/stampa	Rotterdam ; ; Boston, : Sense Publishers, c2012
ISBN	94-6091-781-X
Edizione	[1st ed. 2012.]
Descrizione fisica	1 online resource (163 p.)
Altri autori (Persone)	HowardJudith
Disciplina	370
Soggetti	Reading teachers Reading - Parent participation 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	Preliminary Material -- Why the Village? -- The Inclusion of Parents -- The University, The Course Design, The Foundation and The Preservice Teachers -- The Methods - Five Components of Reading -- The Tutoring -- Combined Efforts and Voices -- Preservice Teachers had the Most to Say -- Working in the "Villiage" -- Short and Long E -- Spelling Differences in Vowel Sounds -- VC/CV Doublets I -- Compounds Words -- References -- Index.
Sommario/riassunto	It Takes a Village: A Collaborative Assault on the Struggling Reader Dilemma has a wellspring of incredibly useful information for teacher educators, pre-service and in-service teachers alike. It shows quite clearly that preparing effective reading teachers while addressing issues related to (a) readers who struggle (b) parental inclusion, and (c) the inclusion of the wider community can be done quite successfully. This book puts readers in touch with compelling insights into the importance of parental inclusion in the educational efforts of their children. Additionally, it provides a "counter narrative" to the belief by many that parents and in particular, racial and ethnic minority parents, do not participate with their children in academic endeavors. The text also focuses on key aspects of teacher preparation especially as it

relates to reading instruction. The author provides a wonderful variety of step-by-step approaches for how to seamlessly transition teacher reading instruction from the lecture hall to the "village" practice sites. The book is well written with the authentic voices of parents, students and pre-service teachers. This book is an excellent contribution to the literature concerning issues related to struggling readers, parental inclusion and community involvement. - Samuel Miller, Associate Dean, University of North Carolina Greensboro.

2. Record Nr.

Titolo

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European business and marketing [[electronic resource] /] / edited by Phil Harris and Frank McDonald

Pubbl/distr/stampa

London, : SAGE, 2004

ISBN

0-7619-6604-8
9786610370122
1-4462-2938-6
1-280-37012-2
1-4129-3234-3

Edizione

[2nd ed.]

Descrizione fisica

1 online resource (xxxii, 302 p.) : ill

Altri autori (Persone)

HarrisPhil <1952->
McDonaldFrank <1951->

Disciplina

381.094

Soggetti

Marketing - European Union countries
European Union countries Commerce

Lingua di pubblicazione

Inglese

Formato

Materiale a stampa

Livello bibliografico

Monografia

Note generali

Rev. ed. of: European business and marketing / Phil Harris and Frank McDonald. c1994.

Nota di bibliografia

Includes bibliographical references and index.

Nota di contenuto

Cover; Contents; List of Figures and Tables and Exhibits; Case Study Contributors; Preface; Acknowledgements; List of Abbreviations and Acronyms; Chapter 1 - The New Europe - Myths and Reality; Chapter 2 - The European Union and the Business Environment; Chapter 3 - The Policies of the Single Economic System of the European Union; Chapter 4 - The European Union and the World Economy; Chapter 5 - European

Marketing; Chapter 6 - Political Marketing and Public Affairs; Chapter 7 - Joint Ventures and Strategic Alliances - A European Perspective; Chapter 8 - European Business and Culture

Case Study 1: Evaluating European Potential and Expansion Possibilities for a US Furniture CompanyCase Study 2: What's Your Beef? The Role of the Meat and Livestock Commission After the UK BSE Crisis; Case Study 3: Blending Ethics and Modernity the Co-operative Way; Case Study 4: Boutinot Wines Limited; Case Study 5: EVC (1986-94): The European PVC Industry and the Creation of the European Vinyls Corporation (EVC); Case Study 6: EVC (1995-2002): Joint Venture, The Amsterdam Stock Market Flotation and Acquisition by INEOS

Case Study 7: Fulham FC: Club-Supporter Relationships 'Come All Ye Faithful'Case Study 8: Gruppo Massone: Acquisition Venture into the UK; Case Study 9: LEGO: The Toy of the Twentieth Century - The Case of the Simple Building Blocks; Case Study 10: Mannesmann Mobilfunk: Distribution Channel Decisions in the Growth Phase of the Mobile Phone Market in Germany; Case Study 11: European Butter Battles the New Zealand Dairy Board and Spreadable Butter; Case Study 12: Perkins Foods: The Place of Public Relations in the Profile of a European Food Business; Case Study 13: Royal Philips Electronics

Case Study 14: Shell: Environmental Stance in Eastern and Western EuropeCase Study 15: The Stena Case: Pricing Strategy; Case Study 16: Unilever Group: Marketing Strategies for Eastern Europe; Index

Sommario/riassunto

Fully revised to incorporate much modern thinking in Europe this second edition includes material on the Euro and the enlargement of the EU and the development of companies with a European base.

3. Record Nr.	UNIORUON00494467
Autore	Kantorowicz, Ernst H.
Titolo	Federico II, Imperatore / Ernst Kantorowicz
Pubbl/distr/stampa	Milano, : Garzanti, 1981
ISBN	88-11-69070-6
Descrizione fisica	788 p. ; 21 cm
Disciplina	945.704
Soggetti	Federico II Di Svevia
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia