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Autore	Sheetz-Runkle Becky
Titolo	The art of war for small business : defeat the competition and dominate the market with the masterful strategies of Sun Tzu / / Becky Sheetz-Runkle
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Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Cover; Contents; Acknowledgments; Introduction; PART 1-SEIZE THE ADVANTAGE WITH SUN TZU; 1. About Sun Tzu and The Art of War; 2. The Power of Applying The Art of War for Small Business; PART 2-UNDERSTANDING: ESSENTIAL SUN TZU; 3. Understand Yourself; 4. Understand the Enemy; 5. Understand the Market; 6. Sun Tzu for Customers and Business Alliances; PART 3-PRINCIPLES FOR THE BATTLEFIELD; 7. Embody the General; 8. Perseverance; 9. Focus; 10. Unity; PART 4-ADVANCED SUN TZU: STRATEGY FOR YOUR SMALL BUSINESS; 11. Maneuvering; 12. Adaptation; 13. Spirit; 14. Deception 15. Sun Tzu and the Future of Your BusinessAppendix: Key Sun Tzu Passages for Small Business; Notes; Bibliography; Index; A; B; C; D; E; F; G; H; I; J; K; L; M; N; O; P; Q; R; S; T; U; V; W; Y; Z; About the Author; Free Sample Chapter from Do It! Marketing
Sommario/riassunto	Written in China more than 2,000 years ago, The Art of War has inspired military, political, and business leaders across the world with its brilliant strategies for prevailing against opponents. At the core of this classic treatise is the message that sledgehammer approaches can backfire, and size alone does not guarantee wins. Strategy, positioning,

planning, leadership--all play equally significant roles, making Sun Tzu's teachings perfect for small business owners and entrepreneurs entrenched in fierce competition for customers, market share, talent... for their very survival. *The Art of War*

2. Record Nr.	UNISA996423848603316
Autore	Dahmen Stephan <1982->
Titolo	Regulating transitions from school to work : an institutional ethnography of activation work in action / / Stephan Dahmen
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Nota di contenuto	Frontmatter 1 Contents 5 1. Introduction 9 2.1 How Institutions Structure the Youth Phase 17 2.2. Situating the Swiss Transition Regime 27 2.3. The Politics of VET in Switzerland and the Emergence of Transition Measures 39 2.4. Excursus: Collectivist Skill Formation Systems and the Right to Education 53 2.5. From the Emergence of a Problem Towards the Construction of a Policy 67 Einleitung 75 3.1. The Life-Course as an Institutional Program and a Subjective Construction 80 3.2. The Organizational Regulation of Biographies 93 4.1. Street-level Bureaucrats, Institutionalized Organizations and

People Processing Organizations 113 5.1. A Focus on Activation Practices 153 6.1. A Short Introduction to Motivational Semesters 177 6.2. Conflicts Between Orders of Worth and situated Compromises in Human Service Work: The Case of Sanctions 191 6.3. Gate-keeping and the Negotiation of Employability: The Intermediary Function of Motivational Semesters 208 6.4. Constructing the Client that Can Create Himself: Technologies of Agency and the Production of a Will 225 6.5. "Making Up" Viable Future Selves Through Evaluation - Working with the Portfolio-Tool 239 6.6. Guided Self-Exploration as a "Narrative Machinery" that Produces Intelligible Subjects 251 7.1. Organizations as the "Missing Link" for the Mediation Between Systemic Requirements and Subjectivity 255 7.2. The institutional Production of Subjectivity: Biographisation - Valuation - Optimisation - Autonomisation 260 8. Bibliography 277 9. Annex 309

Sommario/riassunto

How are activation programs for the young unemployed implemented? How do street-level bureaucrats deal with competing rationalities and demands for action? Transition policies increasingly aim at promoting self-regulation and constructing employable subjects. Stephan Dahmen explores the practical regulation of biographical transitions in activation programs for the young unemployed by focusing on the interactive accomplishment of activation work. The study reveals how the critical tensions of activation policies are continually re-interpreted and adapted to local contingencies and describes the various organisational technologies used for creating employable subjects.
