

1. Record Nr.	UNINA9910467927903321
Autore	Assouline Dalit
Titolo	Contact and ideology in a multilingual community : Yiddish and Hebrew among the Ultra-Orthodox // Dalit Assouline
Pubbl/distr/stampa	Berlin, [Germany] : , : De Gruyter Mouton, , 2017 ©2017
ISBN	1-5015-0528-9 1-5015-0530-0
Descrizione fisica	1 online resource (190 pages)
Collana	Language Contact and Bilingualism, , 2190-698X ; ; Volume 16
Disciplina	306.442/439105694
Soggetti	Ultra-Orthodox Jews - Israel - Language Yiddish language - Social aspects - Israel Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Frontmatter -- Table of Contents -- Acknowledgments -- Abbreviations -- Notes on terminology and pronunciation -- Introduction -- 1. Language and ideology in the speech community -- 2. The setting: Yiddish public speaking -- 3. Two Hebrews, the holy and the profane -- 4. Speaking in the voice of the other -- 5. The impact of gender -- 6. Processes of lexical borrowing -- Contact and ideology: Conclusion -- References -- Index
Sommario/riassunto	This book presents the role of ideology in language contact situations and the scope of its influence on linguistic behavior. It will also provide an important addition to the field of Yiddish linguistics.

2. Record Nr.	UNINA9910679258303321
Autore	Grundy Tony
Titolo	Gurus on Business Strategy
Pubbl/distr/stampa	London : , : Thorogood Publishing, , 2004 ©2004
ISBN	1-280-17384-X 9786610173846
Descrizione fisica	1 online resource (234 pages)
Disciplina	658.4/012
Soggetti	Strategic planning Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Title from title screen.
Nota di bibliografia	Includes bibliographic references.
Sommario/riassunto	Here is a one-stop guide to the world's most important thinkers and writers on business strategy. It expertly summarizes all the key strategic concepts and describes the work and contribution of each of the leading thinkers in the field. It goes on to analyse the pro's and con's of many of the key theories in practice and offers two enlightening case-studies. The third section of the book provides a series of detailed checklists to help you to develop your own strategy. More than just a summary of key concepts, this book offers valuable insights into their application and value; it will provide you with a much broader grasp of the subject against which to develop your own business.