

1. Record Nr.	UNINA9910462505203321
Autore	Ritchie Chris
Titolo	Performing live comedy [[electronic resource] /] / Chris Ritchie
Pubbl/distr/stampa	London, : Methuen Drama, 2012
ISBN	1-4081-4723-8 1-283-70611-3 1-4081-4724-6
Descrizione fisica	1 online resource (241 p.)
Disciplina	809.917
Soggetti	Comedy Stand-up comedy 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	Cover; Contents; Acknowledgements; Introduction; Chapter 1 THE COMEDIANS; Chapter 2 THE LANGUAGE; Chapter 3 COMEDY; Chapter 4 THE PERFORMER; Chapter 5 THE COMIC CHARACTER AND OTHERS; Chapter 6 THE PERFORMANCE; Chapter 7 JOKES; Chapter 8 THE AUDIENCE; Chapter 9 THE COMEDY INDUSTRY; Chapter 10 ROUND-UP; Bibliography; Notes
Sommario/riassunto	Comedy is a global multibillion dollar industry and it is also one of the easiest ones to get into. Performing Live Comedy is for anyone who has ever thought about getting up onstage and being funny or for those who have already started. It offers a breakdown of the process of live comedy and provides a basic toolbox for the student and aspirant comedian, covering all aspects of live comedy such as stand-up, music, double acts, ventriloquists and magicians. Gender, sexuality, ethnicity and disability are also covered in this book as well as ethical considerations on what we should or should no

2. Record Nr.	UNINA9910468237503321
Autore	Carlowitz Philipp von
Titolo	Success in the Bottom of the Pyramid Market in Africa : The Case of Multinational Pharmaceutical Companies // by Philipp von Carlowitz
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Springer, , 2020
ISBN	3-030-59068-2
Edizione	[1st ed. 2020.]
Descrizione fisica	1 online resource (XV, 120 p. 15 illus., 13 illus. in color.)
Collana	SpringerBriefs in Business, , 2191-5490
Disciplina	338.96
Soggetti	Africa - Economic conditions Business Africa Sales management Pharmacology International economic integration Globalization Health services administration African Economics African Business Sales and Distribution Emerging Markets and Globalization Health Care Management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references.
Sommario/riassunto	This book presents an empirical investigation of the efforts that multinational pharmaceutical companies take in order to find a business model that allows for a profitable access to the Bottom of the Pyramid (BoP) markets. The Bottom of the Pyramid in Africa is frequently mentioned as an attractive market due to its sheer size. Yet most companies struggle to access it because of the low price level, difficult physical market access and challenges when it comes to payment. More specifically, the book investigates the following

business model-related questions: Do pharmaceutical companies provide products that meet the needs of the BoP? What characterizes the value generation of the company? What revenue model leads to a profitable business, and what role does a network of partners play in the business model? Findings reveal that there is no 'one-size-fits-all' answer to these questions. Providing continuous availability, affordability at a good quality of goods and services, creating health awareness, as well as localizing business to achieve a level of inclusiveness are essential prerequisites for success. In the last chapter this book provides a business model prototype that accounts for these key success factors for business at the Bottom of the Pyramid and points to further research topics.

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