

1. Record Nr.	UNINA9910463434903321
Autore	Obasogie Osagie K
Titolo	Blinded by sight : seeing race through the eyes of the blind / / Osagie K. Obasogie
Pubbl/distr/stampa	Stanford, California : , : Stanford Louisiana Books, an imprint of Stanford University Press, , [2014] ©2014
ISBN	0-8047-8927-4
Descrizione fisica	1 online resource (288 pages)
Disciplina	305.800973
Soggetti	Race awareness - United States Blind - United States - Attitudes Race - Social aspects - United States Race discrimination - Law and legislation - United States Post-racialism - United States Electronic books. United States Race relations
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Critiquing the critique : beyond social constructionism -- Theory, methods, and initial findings -- Visualizing race, racializing vision -- Revisiting colorblindness -- Race, vision, and equal protection -- On post-racialism.
Sommario/riassunto	Colorblindness has become an integral part of the national conversation on race in America. Given the assumptions behind this influential metaphor—that being blind to race will lead to racial equality—it's curious that, until now, we have not considered if or how the blind "see" race. Most sighted people assume that the answer is obvious: they don't, and are therefore incapable of racial bias—an example that the sighted community should presumably follow. In <i>Blinded by Sight</i> , Osagie K. Obasogie shares a startling observation made during discussions with people from all walks of life who have been blind since birth: even the blind aren't colorblind—blind people understand race visually, just like everyone else. Ask a blind person

what race is, and they will more than likely refer to visual cues such as skin color. Obasogie finds that, because blind people think about race visually, they orient their lives around these understandings in terms of who they are friends with, who they date, and much more. In *Blinded by Sight*, Obasogie argues that rather than being visually obvious, both blind and sighted people are socialized to see race in particular ways, even to a point where blind people "see" race. So what does this mean for how we live and the laws that govern our society? Obasogie delves into these questions and uncovers how color blindness in law, public policy, and culture will not lead us to any imagined racial utopia.

2. Record Nr.	UNINA9910481010203321
Autore	Weiglin Peter C
Titolo	Survival math for marketers [[electronic resource] /] / Peter C. Weiglin
Pubbl/distr/stampa	Los Angeles, : SAGE, c2002
ISBN	1-4833-2850-3 1-4522-4565-7
Descrizione fisica	1 online resource (145 p.)
Disciplina	658.00151 658/.001/51
Soggetti	Marketing - Mathematics 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	Cover; Contents; Preface; Chapter 1 - Your Credibility; Chapter 2 - Figures Never Lie, but Liars Figure; Chapter 3 - Making a (Financial) Statement; Chapter 4 - Organizations, Measurement, and Standards; Chapter 5 - An Economics Excursion; Chapter 6 - Pricing and Profitability; Chapter 7 - Costs and Profitability; Chapter 8 - Strategy: Breakeven and Profitability; Chapter 9 - Cash; Chapter 10 - Budgets; Chapter 11 - Just Look at the ""Sadistics""; Appendix A: A Summary of Nonmagic Formulae; Appendix B: Sample Chart of Accounts; About the Author

Sommario/riassunto

Presented in an irreverent, conversational style, this book includes numerous real-world examples and illustrations that gently introduce the reader to the important mathematical concepts behind marketing and management. Intended for students and professionals of all levels, 'Survival Math for Marketers' is a fun, easy-to-read introduction to the world of business mathematics.
