

1. Record Nr.	UNINA9910157531903321
Autore	Zhuplev Anatoly <1948-, >
Titolo	Doing business in Russia : a concise guide . Volume II // Anatoly Zhuplev
Pubbl/distr/stampa	New York, New York (222 East 46th Street, New York, NY 10017) : , : Business Expert Press, , 2017
Edizione	[First edition.]
Descrizione fisica	1 online resource (xx, 250 pages) : illustrations
Collana	International business collection, , 1948-2760
Disciplina	338.947
Soggetti	Investments, Foreign - Russia International business enterprises - Russia Electronic books. Russia Commerce 21st century Russia Economic conditions 21st century
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	1. Russian regions: business dynamics and attractiveness -- 2. Small business, entrepreneurship, and business venturing in Russia -- 3. Russian business culture -- Appendix I: Information sources on doing business in Russia -- Appendix II: Skill development exercises and cases on doing business in Russia -- Index.
Sommario/riassunto	Russia is the world's largest geographic area, major economy, and important power in the global political-economic landscape. Over the past quarter century, following the landmark dissolution of the U.S.S.R., Russia has become a premier global marketplace despite remaining enigmatic and challenging. The book strives to serve as a concise guide in understanding Russia from an international business perspective. You will learn about strategic issues, business drivers, pros, cons, costs, and risks of international expansion. The coverage includes analytical tools, practical applications, sources of information, and assistance in international business research. These are followed by Russia's macroeconomic profile, drivers, strategic strengths and weaknesses in the comparative global context, including its international market attractiveness and primary opportunities for U.S.

companies. The book examines Russia's main industries, their profiles, dynamics and business attractiveness, consumer trends, and marketing strategies. The discussion of Russia's regions covers regional subdivisions and economic profiles with the focus on the city of Moscow commanding top attractiveness from the domestic and international business perspective. The book covers the drivers and trends of the Russian small business sector and entrepreneurial business venturing. Despite the onslaught of capitalism and globalization, Russia retains its relationship-driven culture. The book provides insights in Russian culture by evaluating the determinants of Russian culture, its national profile in major global cross-cultural studies, and practical cultural applications in business, negotiations, and communications. The book's pedagogy includes critical information sources and skill development exercises and cases on doing business in Russia.

2. Record Nr.	UNINA9910495836803321
Autore	Rimbault Olivier
Titolo	Imaginaire et pensée : Désiré Érasme, Martin Luther, Nicolas de Cues : trois imaginaires, trois modèles de pensée / Olivier Rimbault
Pubbl/distr/stampa	Perpignan, : Presses universitaires de Perpignan, 2017
ISBN	2-35412-292-6
Descrizione fisica	1 online resource (398 p.)
Altri autori (Persone)	ThomasJoël
Soggetti	Philosophy History humanisme philosophie Érasme Martin Luther Nicolas de Cusa reconnaissance
Lingua di pubblicazione	Francese
Formato	Materiale a stampa
Livello bibliografico	Monografia

Sommario/riassunto

L'étude comparée des écrits essentiellement latins de trois grands humanistes, Nicolas de Cues (1401-1464), Érasme (1469-1536) et Luther (1483-1546), met en lumière trois types d'imaginaire bien distincts, produisant trois modèles de pensée et trois styles d'expression caractéristiques. Cette typologie pourrait bien être universelle et intemporelle, comme l'ouvrage cherche à le montrer en s'appuyant sur la notion jungienne d'archétype, les structures de l'imaginaire de Gilbert Durand, mais aussi (et cela est inédit en critique littéraire) sur le symbolisme des nombres : le Un (Nicolas de Cues), le Deux (Luther) et le Multiple (Érasme) sont les mots-clés de cette analyse. L'ouvrage prend ainsi un angle de vue inédit, interdisciplinaire et original pour relire ces trois grands auteurs de la Renaissance, et affiner ou corriger des catégories historiques, philosophiques et philologiques comme celle d'humanisme. Ce faisant, l'essai d'Olivier Rimbault démontre aussi l'actualité de ces trois penseurs en même temps que la pertinence des théories de l'imaginaire pour éclairer les débats d'idées d'aujourd'hui et la puissance des symboles à toutes les époques.
