

1. Record Nr.	UNINA9910686786003321
Autore	Yang Jan Y
Titolo	Chinese Electric Vehicle Trailblazers : Navigating the Future of Car Manufacturing // by Jan Y. Yang, Yunyi Gu, Zi Ling Tan
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Springer, , 2023
ISBN	9783031251450 3031251458
Edizione	[1st ed. 2023.]
Descrizione fisica	1 online resource (XIII, 134 p. 1 illus.)
Collana	Business Guides on the Go, , 2731-4766
Disciplina	338.476292
Soggetti	Automobile industry and trade Marketing research Business intelligence International economic integration Globalization Marketing Business consultants Automotive Industry Market Research and Competitive Intelligence Emerging Markets and Globalization Business Consulting
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	1. Chinese EV Players: From followers to trailblazers -- 2. The history of the Chinese EV industry -- 3. An overview of the EV stakeholders in China -- 4. Electrification – Routes to the future -- 5. Smartification – the holy grail of EV -- 6 Chinese route to market -- 7. Avoiding the innovation curse -- 8. On the march to Globalia -- 9. Roadblocks to success 10. What the future has in store.
Sommario/riassunto	From business models to unique selling propositions, from product offerings to sales, marketing and pricing strategies, this book reveals what sets Chinese electric car manufacturers apart from their Western counterparts. Chinese automakers are gradually establishing

themselves as the new trendsetters in the automotive industry as they make technological advances in various fields, especially in electric vehicles. As more of them look overseas for opportunities, especially in the European market, it is time for the local players to better understand who they are up against and take steps to keep up with the rapid growth of their Far Eastern competitors. Based on Simon-Kucher's project experience, this book shows what is going on behind the Great Wall, informs readers about the latest technological trends and advances in China, and offers suggestions on what Chinese newcomers should bring with them when they come to town. Sharing valuable insights for all readers with an interest in the electric vehicle (EV) industry, this book will be particularly relevant for managers and decision-makers at Western OEMs, suppliers, and other relevant players in the automotive industry.

2. Record Nr.	UNINA9910959256203321
Autore	Travis Madelyn J.
Titolo	Jews and Jewishness in British children's literature / / by Madelyn J. Travis
Pubbl/distr/stampa	New York : , : Routledge, , 2013
ISBN	9781136222030 1136222030 9781136222047 1136222049 9780203097274 0203097270
Edizione	[1st ed.]
Descrizione fisica	1 online resource (222 p.)
Collana	Children's Literature and Culture
Disciplina	820.9/3529924
Soggetti	Children's literature, English - History and criticism Young adult literature, English - History and criticism Jews in literature
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

ch. 1. Moneylenders and misers : the eighteenth century to the Second World War -- ch. 2. "Conversion" to Englishness : refugees and belonging -- ch. 3. The hyphen problem : British-Jewish identity -- ch. 4. Mother, monster, Mensch : Jews and gender -- ch. 5. "Good Jews" or "bad Jews"? : the Jewish question revisited.

Sommario/riassunto

In a period of ongoing debate about faith, identity, migration and culture, this timely study explores the often politicised nature of constructions of one of Britain's longest standing minority communities. Representations in children's literature influenced by the impact of the Enlightenment, the Empire, the Holocaust and 9/11 reveal an ongoing concern with establishing, maintaining or problematising the boundaries between Jews and Gentiles. Chapters on gender, refugees, multiculturalism and historical fiction argue that literature for young people demonstrates that the position of Jews in Britain has been ambivalent, and that this ambivalence has persisted to a surprising degree in view of the dramatic socio-cultural changes that have taken place over two centuries. Wide-ranging in scope and interdisciplinary in approach, *Jews and Jewishness in British Children's Literature* discusses over one hundred texts ranging from picture books to young adult fiction and realism to fantasy. Madelyn Travis examines rare eighteenth- and nineteenth-century material plus works by authors including Maria Edgeworth, E. Nesbit, Rudyard Kipling, Richmal Crompton, Lynne Reid Banks, Michael Rosen and others. The study also draws on Travis's previously unpublished interviews with authors including Adele Geras, Eva Ibbotson, Ann Jungman and Judith Kerr.
