

1. Record Nr.	UNISA996204963303316
Titolo	International review on public and nonprofit marketing
Pubbl/distr/stampa	Berlin : , : Springer-Verlag, , 2004-
ISSN	1865-1992
Descrizione fisica	1 online resource
Classificazione	3,2
Disciplina	658.8
Soggetti	Marketing Nonprofit organizations - Marketing Associations sans but lucratif - Marketing Business, general Periodical periodicals. Periodicals. MAG (Magazine/Journal) Zeitschrift Périodiques.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Periodico
Note generali	Refereed/Peer-reviewed
Sommario/riassunto	Covers marketing topics from an interdisciplinary perspective and provides a forum for researchers interested in examining these issues from practical and theoretical viewpoints.

2. Record Nr.	UNINA9910689499003321
Titolo	Prohibition of interstate movement of live birds for animal fighting : hearing before the Committee on Agriculture, House of Representatives, One Hundred Sixth Congress, second session, on H.R. 1275, September 13, 2000
Pubbl/distr/stampa	: Washington, D.C. : G.P.O.
Descrizione fisica	1 online resource (471 p.)
Disciplina	355.02/09/05
Soggetti	Cockfighting - Law and legislation - United States Birds - Transportation - Law and legislation - United States Animals - Transportation - Law and legislation - United States
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Sommario/riassunto	Michael Pillsbury's new book ... is must reading for every executive of every Western firm doing business in China, and every Member of Congress.... Readers will be impressed ... by China's ambitions in space, information warfare, stealth, and robots, in future warfare.... No one with serious interests in East Asia can afford not to have read this book." Robert Ellsworth, Former Deputy Defense Secretary "American relations with the People's Republic of China have now become the single most critical bilateral relationship in the world. On it rests the stability of East Asia, and it represents the most significant challenge to the effectiveness of U.S. foreign policy, Yet far too little is known about China, and in particular how the Chinese military think about the future. Michael Pillsbury has performed a signal service in selecting, translating, and interpreting these revealing and hard-to-obtain writings by senior Chinese officers, The reader is in for a surprise. Rather than parading the tired slogans of People's War, these analysts examine a military future marked by 'information deterrence', 'crippling attacks on information systems' and similar notions and by a search for 'new measures of effectiveness.' The future remains uncertain, but the

best preparation--- as Sun Tzu might say--- is to understand the mind of those with whom we must deal." James Schlesinger, Former Director of Central Intelligence and Former Secretary of Defense "This book reflects the keen interest that its sponsor, the Director of Net Assessment, Andy Marshall, has shown in Chinese views of a potential revolution in military affairs. The translation and publication of these articles enhance our understanding of how some of China's authoritative military strategists see the revolution in military affairs in the 21st century." William Perry Former Secretary of Defense

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