

1. Record Nr.	UNINA9910462324603321
Titolo	Business schools and their contribution to society [[electronic resource] /] / edited by Mette Morsing and Alfons Sauquet Rovira
Pubbl/distr/stampa	Los Angeles, [Calif.] ; ; London, : SAGE, 2011
ISBN	1-85702-386-2 1-4462-5082-2 1-282-24137-0 9786613812490 1-4462-5383-X
Descrizione fisica	1 online resource (281 p.)
Altri autori (Persone)	MorsingMette Sauquet RoviraAlfons
Disciplina	650.0711
Soggetti	Business schools - Social aspects Business education - Social aspects Social responsibility of business Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	"CEMS."
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	COVER; Contents; Notes on Contributors; About CEMS; Foreword; Prologue - Business Schools as Usual?; Part 1 - HISTORICAL AND GEOGRAPHICAL PERSPECTIVES ON BUSINESS SCHOOL LEGITIMACY; 1 BUSINESS EDUCATION: THE AMERICAN TRAJECTORY; 2 CREATING A BUSINESS SCHOOL MODEL ADAPTED TO LOCAL REALITY: A LATIN AMERICAN PERSPECTIVE; 3 THE CHANGINGROLE OF BUSINESS SCHOOLS AS KEY SOCIAL AGENTS IN ASIA; 4 INSTITUTIONAL EVOLUTION AND NEW TRENDS IN RUSSIAN MANAGEMENT EDUCATION; 5 THE LEGITIMACY AND FUTURE OF BUSINESS SCHOOLS IN TURKEY; EUROPEAN BUSINESS SCHOOLS AND GLOBALIZATION 7 CSR, BUSINESS SCHOOLS AND THE ASIA PACIFIC CONTEXTPart 2 - TOWARDS A NEW LEGITIMACYFOR BUSINESS SCHOOLS IN GLOBAL SOCIETY; 8 BUSINESS SCHOOLS IN SOCIETY: THE DISTINCTIVENESS OF DIVERSITY; 9 DESIGN SCIENCE AS AREFERENCE POINT FOR MANAGEMENT RESEARCH; 10 THE NATIONAL ROLE OF CONTEMPORARY

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14 THE ROLE OF HIGHER EDUCATION INSTITUTIONS IN THE FIELDS OF  
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TO THE ORGANIZATIONAL AND ETHICAL CHALLENGES OF SYSTEMATIC  
TRANSFORMATION; 16 THE NEW RIGOR: BEYOND THE RIGHT ANSWER;  
Part 3 - BUSINESS SCHOOLS' ROLE IN SHAPING AND TRANSFORMING  
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19 THE NEED FOR GOOD OLD PRINCIPLES IN FINANCIAL MANAGEMENT  
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MANAGEMENT EDUCATION; 21 A PLEA TO BUSINESS SCHOOLS: TEAR  
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BUSINESS SCHOOLS' RESPONSE TO THE CREDIT CRISIS; EPILOGUE; INDEX

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Sommario/riassunto

Leading global business school figures discuss the hottest debate in  
business education right now - what education business schools are  
providing, and their contribution to modern society.

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2. Record Nr.	UNISA996441549903316
Titolo	A companion to sport and spectacle in Greek and Roman antiquity // edited by Paul Christesen and Donald G. Kyle
Pubbl/distr/stampa	Chichester, West Sussex, England : , : Wiley-Blackwell, , 2014 ©2014
ISBN	1-118-61004-0 1-118-61005-9 1-118-60996-4 1-118-61086-5
Descrizione fisica	1 online resource (682 p.)
Collana	Blackwell Companions to the Ancient World
Classificazione	LIT004190
Disciplina	796/.0938
Soggetti	Sports - Greece - History Sports - Rome - History Sports - Social aspects - Greece - History Sports - Social aspects - Rome - History Greece Social life and customs Rome Social life and customs Greece Social conditions To 146 B.C Rome Social conditions
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	"A John Wiley & Sons, Ltd., publication."
Nota di bibliografia	Includes bibliographical references at the end of each chapters and index.
Nota di contenuto	General Introduction / Paul Christesen and Donald G. Kyle -- Section One. Greece -- Part One. The Background -- Greek Athletic Competitions : The Ancient Olympics and More / Donald G. Kyle -- Sport in the Aegean Bronze Age / Jeremy B. Rutter -- Sport in the Early Iron Age and Homeric Epic / Timothy P.J. Perry -- Representations of Sport in Greek Literature / Nigel Nicholson -- Picturing Victory : Representations of Sport in Greek Art / Jenifer Neils -- Inscriptions as Evidence for Greek Sport / H.W. Pleket -- Recent Trends in the Study of Greek Sport / Ingomar Weiler -- Part Two. Places -- Panhellenic Athletics at Olympia / Thomas Heine Nielsen -- Sport and Society in

Sparta / Paul Christesen -- Sport, Society, and Politics in Athens / Donald G. Kyle -- Athletic Festivals in the Northern Peloponnese and Central Greece / David Gilman Romano -- Sport and Society in the Greek West / Carla M. Antonaccio -- Part Three. People, Settings, Ideas -- Sport and Democratization in Ancient Greece (with an Excursus on Athletic Nudity) / Paul Christesen -- Growing Up with Greek Sport : Education and Athletics / Werner Petermandl -- Eros and Greek Sport / Andrew Lear -- Greek Female Sport : Rites, Running, and Racing / Donald G. Kyle -- People on the Fringes of Greek Sport / Christian Mann -- The Greek Stadium as a Reflection of a Changing Society / Stephen G. Miller -- The Social Life of Greek Athletic Facilities (other than Stadia) / Michael Scott -- The Role of Religion in Greek Sport / Sarah C. Murray -- Ancient Critics of Greek Sport / Zinon Papakonstantinou -- Sport, Spectacle, and Society in Ancient Macedonia / Winthrop Lindsay Adams -- Part Four. Later Greek Sport and Spectacle -- Greek Sport in Egypt : Status Symbol and Lifestyle / Sofie Remijsen -- Sport in Hellenistic and Roman Asia Minor / H.W. Pleket -- Section Two. Rome -- Part One. The Background -- Overview of Roman Spectacle / Roger Dunkle -- Etruscan Sport / Giampiero Bevagna -- Writing Arenas : Roman Authors and Their Games / Zara Martirosova Torlone -- Representations of Spectacle and Sport in Roman Art / Steven L. Tuck -- Material Evidence for Roman Spectacle and Sport / Gregory S. Aldrete -- Trends in the Study of Roman Spectacle and Sport / Jerry Toner -- Part Two. Spectacles and Sport in Rome -- Gladiatorial Combat as Alluring Spectacle / Garrett G. Fagan -- Women with Swords : Female Gladiators in the Roman World / Stephen Brunet -- Roman Chariot Racing : Charioteers, Factions, Spectators / Sinclair Bell -- Roman Beast-Hunts / Chris Epplett -- Spectacular Executions in the Roman World / Chris Epplett -- Greek Sports in Rome / Hugh M. Lee -- Part Three. People, Settings, Ideas -- Amphitheaters in the Roman World / Hazel Dodge -- Venues for Spectacle and Sport (other than Amphitheaters) in the Roman World / Hazel Dodge -- People on the Margins of Roman Spectacle / Rose MacLean -- Religion and Roman Spectacle / John Zaleski -- Ancient Critics of Roman Spectacle and Sport / Kathryn Mammel -- Part Four. Later Roman Spectacle and Sport -- Romanization through Spectacle in the Greek East / Michael Carter -- Spectacle and Sport in Constantinople in the Sixth Century CE / David Alan Parnell.

## Sommario/riassunto

A Companion to Sport and Spectacle in Greek and Roman Antiquity presents a series of essays that apply a socio-historical perspective to myriad aspects of ancient sport and spectacle. Covers the Bronze Age to the Byzantine EmpireIncludes contributions from a range of international scholars with various Classical antiquity specialtiesGoes beyond the usual concentrations on Olympia and Rome to examine sport in cities and territories throughout the Mediterranean basinFeatures a variety of illustrations, maps, end-of-chapter references, internal cross

3. Record Nr.	UNINA9910741143303321
Autore	Sin Kwang-yong
Titolo	The executor of integrated marketing communications strategy : Marcom manager's working model / / Kwang-Yong Shin
Pubbl/distr/stampa	New York, : Springer, 2013
ISBN	3-642-38091-3
Edizione	[1st ed. 2013.]
Descrizione fisica	1 online resource (150 p.)
Collana	Springer briefs in business
Disciplina	658.8
Soggetti	Marketing - Communication systems Communication models
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	Introduction -- Organization -- Implementation -- Marcom Manager's Work: Communication Category -- The Working Model of Marcom Manager.
Sommario/riassunto	The book mainly addresses the following aspects: First, it systematically introduces the domestic and foreign research results, pointing out the key elements of the basic theory of IMC, according to a company's present situation and the practice of IMC strategy. Second, according to the different characteristics of each organization, it provides various IMC organization structures, such as linear structure Model I, a virtual network and centralized type that focuses on individual interest, external types of the IMC organizational structures Model, etc., and suggestions for further study are also presented.