

1. Record Nr.	UNINA9910465574703321
Autore	Sullivan Lawrence R
Titolo	Leadership and authority in China, 1895-1976 [[electronic resource] /] / Lawrence R. Sullivan
Pubbl/distr/stampa	Lanham, Md., : Lexington Books, c2012
ISBN	1-283-52389-2 9786613836342 0-7391-7155-0
Descrizione fisica	1 online resource (325 p.)
Disciplina	320.95109/04
Soggetti	Political leadership - China - History - 20th century Authority Electronic books. China Politics and government 20th century
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	Introduction -- The problem of "feudal despotism" in Marx and China -- Intellectual and political controversies over authority: 1895-1922 -- Political authority in the Chinese Communist Party, theory and practice: 1921-1949 -- The struggle over leadership and authority in the CCP, 1949-1959 -- The struggle over leadership and authority in the CCP, 1959-1976 -- Epilogue: on the "question of Mao".
Sommario/riassunto	Leadership and Authority in China examines the ""constitutional"" conflict in the Chinese Communist Party (CCP) and Chinese society over two diametrically opposed concepts of leadership and authority. Behind the facade of political and ideological unity lay a titanic struggle between a model of institutional authority and "collective leadership" drawn from the strong anti-despotic impulse in modern Chinese thought versus a neo-traditional ""leader principle"" of charismatic authority centered on the "Great Helmsman" Mao Zedong that ul

2. Record Nr.	UNINA9910760291003321
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Titolo	Active Price Management : Be a Price Maker, Not a Price Taker! / / by Sven Reinecke, Laura Johanna Noll
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ISBN	9783031420498 3031420497
Edizione	[1st ed. 2023.]
Descrizione fisica	1 online resource (98 pages)
Collana	Business Guides on the Go, , 2731-4766
Disciplina	658.816
Soggetti	Marketing Consumer behavior Microeconomics Consumer Behavior
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Active Price Management: Fundamentals and Challenges -- Conditions of Price Management -- Goals of Price Management -- Price Management Strategies -- Price Management for Innovations -- Auctions -- Price Management for Business-to-Business Services -- Conclusion.
Sommario/riassunto	This book demonstrates how to transform pricing, often considered the neglected aspect of marketing, into the most influential marketing tool that positively impacts the company's profits in a sustainable manner. Ultimately, every aspect of marketing is reflected in the price, as it represents the customer's value exchange for the other three value-creating marketing instruments: the product (functional value), communication (emotional value), and distribution (availability). The authors present the essential framework conditions and fundamental principles of active price management. They specifically emphasize those aspects that have proven particularly relevant to business practice through the Executive Education program at the University of St. Gallen (HSG).