

1. Record Nr.	UNINA9910559301203321
Autore	Oreskes, Naomi
Titolo	Mercanti di dubbi : come un manipolo di scienziati ha oscurato la verità, dal fumo al riscaldamento globale / Naomi Oreskes, Erik M. Conway
Pubbl/distr/stampa	Milano, : Edizioni Ambiente, 2019
ISBN	978-88-6627-267-0
Descrizione fisica	375 p. ; 23 cm
Altri autori (Persone)	Conway, Erik M.
Disciplina	363.73874
Locazione	FLFBC
Collocazione	363.7 ORE 1
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Traduzione di Luigi Ciattaglia, Diego Tavazzi

2. Record Nr.	UNINA9910780758803321
Autore	Derber Charles
Titolo	Regime change begins at home [[electronic resource] ] : freeing America from corporate rule / / Charles Derber
Pubbl/distr/stampa	San Francisco, : Berrett-Koehler Publishers, c2004
ISBN	1-60994-378-3 1-282-29881-X 9786612298813 1-60509-294-0
Edizione	[1st ed.]
Descrizione fisica	ix, 291 p. : ill
Disciplina	320.973
Soggetti	Business and politics - United States Corporate power - United States United States Politics and government 2001-2009
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.
Sommario/riassunto	<p>Since 1980, America has been run by a corporate regime that has co-opted both political parties and shifted sovereignty from "we the people" to trans-national corporations. The result has been job insecurity for millions of workers, debts as far as the eye can see, and a dangerous quest for global domination. Democracy itself has been undermined and the Constitution weakened. This regime must be overturned! And, as Charles Derber demonstrates in his provocative new book, it can be. After all, Derber points out, there have been other corporate regimes in American history, although this latest version is by far the most extreme. Still, the corporate regimes of the Gilded Age and Roaring Twenties were overturned. To create regime change again, it will require bold, creative strategies, uniting progressives and conservatives in a new politics, which Derber outlines in detail. Regime Change Begins at Home exposes the many lies the corporate regime has used to maintain itself throughout its history, from the Cold War to the Iraq war, with a particular emphasis on how the Bush administration has cynically sought to, as Condelezza Rice once put it, "capitalize on</p>

the opportunities" presented by 9/11. Derber reveals how the Bush administration has used the so-called "war on terror" to frighten and distract the public. But regime change is possible. In Part III, Derber lays out the vision of a new regime, describing the social movements now fighting to achieve it, and the major new political realignment-one spanning the traditional conservative-liberal divide-that can make it happen. Derber does not minimize the difficulty of the task ahead, but he offers hope and specific, sophisticated, often surprising advice for defeating the regime and returning America to its citizens.

3. Record Nr.	UNINA9910811772803321
Titolo	The marketing century : how marketing drives business and shapes society : The Chartered Institute of Marketing / / edited by Jeremy Kourdi
Pubbl/distr/stampa	Chichester, : Wiley, 2011
ISBN	1-119-20850-5 1-280-78442-3 9786613694812 1-119-99359-8
Edizione	[1st ed.]
Descrizione fisica	1 online resource (280 p.)
Altri autori (Persone)	KourdiJeremy
Disciplina	658.3124
Soggetti	Marketing - History
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	The Marketing Century; CONTENTS; Introduction (Rod Wilkes); 1 Strategic Marketing (Don Peppers and Martha Rogers); 2 Market Segmentation (Malcolm McDonald); 3 Innovation (John Saunders and Veronica Wong); 4 Digital Marketing (Philip Sheldrake); 5 Sales and Business Development (Beth Rogers); 6 Customer Relationship Management (Merlin Stone); 7 Branding (Graham Hales); 8 Advertising (Jonathan Gabay); 9 Public Relations (Paul Mylrea); 10 Internal Marketing (Keith Glanfield); 11 Marketing and Sustainability (John Grant); 12 Social Marketing (Veronica Sharp); Index

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## Sommario/riassunto

Written to celebrate the Institute's centenary, The Marketing Century explains: how the key elements of marketing have developed; how the various aspects of marketing contribute to performance; what it is that great marketers do; and how the discipline of marketing may develop in the future. While The Marketing Century describes the years since 1911 it also describes the 21st Century: a time when the ability to understand and connect with customers is more rewarding, complex and valuable than ever. It explains: The three forces shaping the past, present and future of marketing.

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