

1. Record Nr.	UNISA996333146403316
Autore	Bohmer Anselm
Titolo	Bildung als Integrationstechnologie? : Neue Konzepte fur die Bildungsarbeit mit Gefluchteten / Anselm Bohmer
Pubbl/distr/stampa	Bielefeld, : transcript Verlag, 2016
ISBN	3-7328-3450-6 3-8394-3450-5
Edizione	[1st ed.]
Descrizione fisica	1 online resource (121 pages) : illustrations
Collana	Padagogik
Classificazione	DF 9000
Disciplina	371.96750943
Soggetti	Bildung; Ausbildung; Fluchtlinge; Bildungschancen; Deutschland; Migration; Integration; Arbeitsmarkt; Padagogik; Flucht; Bildungsforschung; Fluchtlingforschung; Education; Training; Refugees; Educational Careers; Germany; Labour Market; Pedagogy; Fleeing; Educational Research; Refugee Studies
Lingua di pubblicazione	Tedesco
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Frontmatter 1 Inhalt 5 Voruberlegungen 7 1. Gefluchtete 11 2. Bildung 35 3. Empirie zur Bildung Gefluchteter 49 4. Strukturen der Bildung von Gefluchteten 73 5. Bildung als Integrationstechnologie? 97 Literatur 103 Backmatter 112
Sommario/riassunto	Die Aufgabe der Integration von Gefluchteten in Deutschland stellt unser Bildungssystem mehr denn je auf den Prufstand. Dies wird evident, wenn man jungere nationale und internationale Studien zur Situation von MigrantInnen in Bildungsinstitutionen und im Ubergang zur Ausbildung in den Blick nimmt, die die verminderten Erfolgsaussichten und vielfaltigen Benachteiligungen von Menschen mit Migrationshintergrund aufzeigen. Anselm Bohmer diskutiert die Vielzahl entsprechender empirischer Befunde sowie die ihnen zugrunde liegenden Bildungskonzepte und schlagt konkrete Maßnahmen zum Abbau von institutioneller Diskriminierung im Bildungswesen und zur Beforderung der Integration von Gefluchteten durch Bildungsprozesse vor. »Bohmers Essay liefert anregende Impulse hinsichtlich eines (neuen) Umgangs mit Migration in der Bildungsarbeit, ohne dabei - wie so haufig - die Analyse auf den »natio-ethnokulturellen Hintergrund« der

Migrationssubjekte und diesbezüglich vorgenommene Problematisierungen zu fixieren.« Ellen Kollender, Erziehungswissenschaftliche Revue, 1 (2017) »Eine aufschlussreiche Untersuchung; für Lehrer und andere Pädagogen, Fachleute, die mit Migranten zu tun haben, Politiker und alle Interessierten.« Reinhold Heckmann, ekz, 7 (2017) »Eine systemkritische Mahnung vor einfachen Lösungen.« Jorg Schlomerkemper, PÄDAGOGIK, 2 (2017) » Mit der Einführung des Begriffs und der Handhabung von Subversion öffnet Anselm Bohmer beim schwierigen und kontroversen Diskurs über gesellschaftliche Integration und Inklusion eine erweiterte Blickrichtung.« Jos Schnurer, www.socialnet.de, 09.11.2016  
 Besprochen in: www.socialnet.de, 25.10.2016, Wolfgang Berg BZgA-InfoDienst Migration, 1 (2017)

2. Record Nr.	UNINA9910786849003321
Autore	Halpern Nigel
Titolo	Airport marketing / / Nigel Halpern and Anne Graham
Pubbl/distr/stampa	New York : , : Routledge, , 2013
ISBN	1-136-30655-2 0-203-11790-5
Descrizione fisica	1 online resource (xvii, 225 pages ) : illustrations
Altri autori (Persone)	GrahamAnne
Disciplina	387.7/360688
Soggetti	Airports - Economic aspects Airports - Management Aeronautics, Commercial - Economic aspects
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Formerly CIP.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Introduction -- The airport marketing environment -- The market for airport services -- Airport marketing research -- Airport marketing planning -- The airport product -- Airport pricing -- Promotion of airports -- Airport distribution.
Sommario/riassunto	In recent years, the airport sector has moved from an industry characterised by public sector ownership and national requirements,

into a new era of airport management which is beginning to be dominated by the private sector and international players. Airports are now complex enterprises that require a wide range of business competencies and skills to meet the needs of their users, just as with any other industry. Moreover, deregulation of air transport markets has made the airport sector much more competitive and given airports greater incentives to develop innovative, proactive and aggressive marketing strategies so that they can reap the benefits from these developments. New types of airline business model, such as low cost carriers, have emerged through deregulation, which in many cases require a completely different approach to be adopted by airport marketers and have encouraged a further deviation from past practice. The travelling public is also becoming more experienced and is generally placing greater demands on the airport operator to deliver a quality product at a time when more stringent controls, especially as regards security, have been introduced. This accessible book fills an important need for an up-to-date, comprehensive and in-depth textbook that introduces students and practitioners to the principles and practice of airport marketing as well as the major changes and future marketing challenges facing the airport sector. It applies principles of marketing within the airport industry, and examines airport marketing and its environment, how to define and measure the market for airport services, airport marketing planning, and individual elements of the airport marketing mix (product, price, promotion and distribution). The book integrates key elements of marketing theory with airport marketing in practice. Each chapter contains extensive industry examples for different types of airports from around the world to build on the theoretical base of the subject and show real-life applications. The dynamic nature of the airport industry requires students and practitioners to have a thorough, up-to-date and contemporary appreciation of airport marketing issues and challenges. This comprehensive, accessible textbook written by two airport marketing experts satisfies this need and is essential reading for air transport students and future managers. In recent years, the airport sector has moved from an industry characterised by public sector ownership and national requirements, into a new era of airport management which is beginning to be dominated by the private sector and international players. Airports are now complex enterprises that require a wide range of business competencies and skills to meet the needs of their users, just as with any other industry. Moreover, deregulation of air transport markets has made the airport sector much more competitive and given airports greater incentives to develop innovative, proactive and aggressive marketing strategies so that they can reap the benefits from these developments. New types of airline business model, such as low cost carriers, have emerged through deregulation, which in many cases require a completely different approach to be adopted by airport marketers and have encouraged a further deviation from past practice. The travelling public is also becoming more experienced and is generally placing greater demands on the airport operator to deliver a quality product at a time when more stringent controls, especially as regards security, have been introduced. This accessible book fills an important need for an up-to-date, comprehensive and in-depth textbook that introduces students and practitioners to the principles and practice of airport marketing as well as the major changes and future marketing challenges facing the airport sector. It applies principles of marketing within the airport industry, and examines airport marketing and its environment, how to define and measure the market for airport services, airport marketing

planning, and individual elements of the airport marketing mix (product, price, promotion and distribution). The book integrates key elements of marketing theory with airport marketing in practice. Each chapter contains extensive industry examples for different types of airports from around the world to build on the theoretical base of the subject and show real-life applications. The dynamic nature of the airport industry requires students and practitioners to have a thorough, up-to-date and contemporary appreciation of airport marketing issues and challenges. This comprehensive, accessible textbook written by two airport marketing experts satisfies this need and is essential reading for air transport students and future managers.

---