

1. Record Nr.	UNINA9910786926403321
Autore	Weiglin Peter C
Titolo	Survival math for marketers [[electronic resource] /] / Peter C. Weiglin
Pubbl/distr/stampa	Los Angeles, : SAGE, c2002
ISBN	1-4833-2850-3 1-4522-4565-7
Descrizione fisica	1 online resource (x, 128 p.)
Disciplina	658.0151
Soggetti	Marketing - Mathematics
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	Cover; Contents; Preface; Chapter 1 - Your Credibility; Chapter 2 - Figures Never Lie, but Liars Figure; Chapter 3 - Making a (Financial) Statement; Chapter 4 - Organizations, Measurement, and Standards; Chapter 5 - An Economics Excursion; Chapter 6 - Pricing and Profitability; Chapter 7 - Costs and Profitability; Chapter 8 - Strategy: Breakeven and Profitability; Chapter 9 - Cash; Chapter 10 - Budgets; Chapter 11 - Just Look at the ""Sadistics""; Appendix A: A Summary of Nonmagic Formulae; Appendix B: Sample Chart of Accounts; About the Author
Sommario/riassunto	Presented in an irreverent, conversational style, this book includes numerous real-world examples and illustrations that gently introduce the reader to the important mathematical concepts behind marketing and management. Intended for students and professionals of all levels, 'Survival Math for Marketers' is a fun, easy-to-read introduction to the world of business mathematics.

2. Record Nr.	UNINA9910298363103321
Titolo	Communities and Livelihood Strategies in Developing Countries // edited by Keshav Lall Maharjan
Pubbl/distr/stampa	Tokyo : , : Springer Japan : , : Imprint : Springer, , 2014
ISBN	4-431-54774-6
Edizione	[1st ed. 2014.]
Descrizione fisica	1 online resource (201 p.)
Disciplina	307.72091724
Soggetti	Regional planning City planning Climatic changes Sustainable development Agriculture Quality of life Natural disasters Landscape/Regional and Urban Planning Climate Change/Climate Change Impacts Sustainable Development Quality of Life Research Natural Hazards
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 at the end of each chapters and index.
Nota di contenuto	Communities and Livelihood Strategies: An Overview -- Climate Change Impact on Revenue of Major Food Crops in Ghana: Structural Ricardian Cross-Sectional Analysis -- Climate Variables and their Impacts on Yield of Food Crops in Makwanpur and Ilam District of Nepal -- Adoption of Improved Rice Varieties in the Tarai Region of Nepal -- Effects of Environmental Factors on Cattle Milk Production among Smallholder Households in Ala-Buka, Kyrgyzstan -- Farmer's Perception on Impact of Organic Farming on Yield and Income of Vegetables: A Case Study in Kathmandu Valley and Chitwan District of Nepal -- Riverbed Vegetable Farming for Enhancing Livelihoods of

People: A Case Study in the Tarai Region of Nepal -- Income Generation through People's Participation: Kitchen Gardening Practices of Three Marginalized bagdi Villages in Bangladesh -- Post Mount Merapi Eruption Recovery of Smallholder Dairy Farming: A Case Study of Disaster Management in Indonesia -- Capacity of Rural Institutions in Implementing Decentralized Development in Indonesia: Case of Three Villages in Purbalingga District, Central Java Province.

Sommario/riassunto

Sustainability of rural communities is threatened by a plethora of factors including climate change and disasters which interact in an intricate manner in making rural people vulnerable and poor. This book is the output of empirical research on communities and livelihood strategies in developing countries. It reveals how rural communities are functioning and earning their livelihoods by making the best use of the resources, local/internal, or external/new, and the combination of the two to counteract the various challenges they face, with the ultimate goal of becoming resilient to local or global shocks and sustaining that resilience. Local governance is identified as crucial in ensuring sustainable livelihoods as it ensures healthy collaboration between communities, on the one hand, and civil society and those communities, on the other hand, in promoting self-sustaining development trajectories. Similarly, the role of social capital is not ignored as it brings in community drive and a sense of purpose, direction, and solidarity among community members which facilitates problem solving in periods of crises and disasters.
