

1. Record Nr.	UNINA9910459390303321
Titolo	The multinational enterprise in developing countries : local versus global logic / / edited by Rick Molz, Catalin Ratiu, and Ali Taleb
Pubbl/distr/stampa	New York : , : Routledge, , 2010
ISBN	1-136-93860-5 1-282-73276-5 9786612732768 0-203-84705-9
Descrizione fisica	1 online resource (237 p.)
Collana	Routledge studies in development economics ;v. 80
Altri autori (Persone)	MolzRick RatiuCatalin TalebAli
Disciplina	338.8/8191724
Soggetti	International business enterprises - Developing countries Industrial policy - Developing countries Electronic books.
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	Book Cover; Title; Copyright; Contents; Illustrations; Contributors; Preface; Introduction; Part I: Local-global view of multinationals in developing countries; 1 Organizational and institutional rationalities and Western firms in emerging countries: Proposal for a local/global analytical model; 2 Strategy implementation in emerging countries: Three theoretical approaches; Part II: Theoretical considerations; 3 West meets Southeast: A cultural fit of goal setting theory to the Filipino workforce; 4 Emergent global institutional logic in the multinational corporation 5 Political strategies of multinational enterprises in emerging economies: A theoretical model6 Business groups and corporate governance in emerging markets; Part III: Empirical perspectives; 7 Entrepreneurship, firm size and knowledge transfer to developing and emerging countries; 8 A comparison of foreign acquisitions in the Brazilian electricity industry: What determines success?; 9 The behavior of multinational enterprises in developing countries: Having a sense of

the "good" through "smart partnerships" in Malaysia  
 10 Environment, strategy and leadership patterns as determinants of firm performance: The case of a developing country  
 Part IV: Emerging global roles of local firms; 11 Multinationals and corporate environmental strategies: Fostering subsidiary initiative; 12 Emerging multinationals from developing countries: Would their exposure to eclectic institutional conditions grant them unique comparative advantages?; 13 Conclusion: The challenges of developing competitive advantage from local and differential logics; Index

## Sommario/riassunto

A key distinctive feature of Multinational Enterprises (MNEs) as organizations resides in the fact that they span across borders. This exposes them to dissimilar and often unfamiliar social and economic conditions as they venture in foreign countries. MNEs from industrialized economies that are active in developing countries and emerging markets face particularly challenging hurdles due to both economic and institutional discrepancies between their home and host countries. This book focuses on the uneasy interaction between the traditional logics of developing countries and the

## 2. Record Nr.

UNINA9910780971103321

## Autore

Brodsky Claudia <1955->

## Titolo

In the place of language [[electronic resource] ] : literature and the architecture of the referent / / Claudia Brodsky

## Pubbl/distr/stampa

New York, : Fordham University Press, 2009

## ISBN

0-8232-3528-9  
 0-8232-4674-4  
 1-282-69895-8  
 9786612698958  
 0-8232-3775-3  
 0-8232-3002-3

## Edizione

[1st ed.]

## Descrizione fisica

1 online resource (xvi, 171 p. )

## Disciplina

801

## Soggetti

Literature - Philosophy  
 Reference (Philosophy)  
 Reference (Linguistics)  
 Semiotics and literature

## 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 (p. 163-171).
Nota di contenuto	Referent and annihilation: "x" marks the spot -- Theory of appropriation: Rousseau, Schmitt, and Kant -- "Sovereignty" over language: of lice and men -- Goethe after Lanzmann: literature represents "x" -- Faust's building: theory as practice -- Faust's and Heidegger's technology: building as poiesis -- In the place of language -- "Time refound" -- Building, story, and image -- Benjamin's and Goethe's Passagen: Otilie under glass -- Nature in pieces -- "Superfluous stones" -- "Stones for thought" -- Kant's and Goethe's Schatzkammer: buried time.
Sommario/riassunto	<p>The "place" in the title of Claudia Brodsky's remarkable new book is the intersection of language with building, the marking, for future reference, of material constructions in the world. The "referent" Brodsky describes is not something first found in nature and then named but a thing whose own origin joins language with materiality, a thing marked as it is made to begin with. In the <i>Place of Language: Literature and the Architecture of the Referent</i> develops a theory of the "referent" that is thus also a theory of the possibility of historical knowledge, one that undermines the conventional opposition of language to the real by theories of nominalism and materialism alike, no less than it confronts the mystical conflation of language with matter, whether under the aegis of the infinite reproducibility of the image or the identification of language with "Being." Challenging these equally naive views of language - as essentially immaterial or the only essential matter - Brodsky investigates the interaction of language with the material that literature represents. For literature, Brodsky argues, seeks no refuge from its own inherently iterable, discursive medium in dreams of a technologically-induced freedom from history or an ontological history of language-being. Instead it tells the complex story of historical referents constructed and forgotten, things built into the earth upon which history "takes place" and of which, in the course of history, all visible trace is temporarily effaced. Literature represents the making of history, the building and burial of the referent, the present world of its oblivion and the future of its unearthing, and it can do this because, unlike the historical referent, it literally takes no place, is not tied to any building or performance in space. For the same reason literature can reveal the historical nature of the making of meaning, demonstrating that the shaping and experience of the real, the marking of matter that constitutes historical referents, also defers knowledge of the real to a later date. Through close readings of central texts by Goethe, Plato, Kant, Heidegger, and Benjamin, redefined by the interrelationship of building and language they represent, <i>In the Place of Language</i> analyzes what remains of actions that attempt to take the place of language: the enduring, if intermittently obscured bases, of theoretical reflection itself.</p>

3. Record Nr.	UNINA9910789746703321
Titolo	Paints [[electronic resource] ] : types, components, and applications / / Stephanie M. Sarrica, editor
Pubbl/distr/stampa	New York, : Nova Science Publisher's, 2011
ISBN	1-61122-142-0
Descrizione fisica	1 online resource (258 p.)
Collana	Chemistry research and applications
Altri autori (Persone)	SarricaStephanie M
Disciplina	667/.6
Soggetti	Paint Coatings
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	<p>""PAINTS: TYPES, COMPONENTS AND APPLICATIONS""; ""PAINTS: TYPES, COMPONENTS AND APPLICATIONS""; ""Contents""; ""Preface""; ""Analytical Methods in Paint Evaluations: Fostering Information""; ""Abstract""; ""Introduction""; ""1. Forensic Analysis""; ""2. Works of Art""; ""3. Evaluations of Performance of the Paints and Related Products""; ""4. Formulation of Products""; ""Conclusion""; ""Acronyms""; ""References""; ""Part I: Examination of Untreated and Treated oil Paint Surfaces by 3D-Measurement Technology at the Universal Museum Joanneum, Graz, Austria""; ""Abstract""; ""Introduction""; ""Apparatus""; ""Experimental""; ""Materials""; ""Paint Samples""; ""Basic Properties of the Wet Cleaning Agents Used in the Study""; ""Demineralized water""; ""Saliva""; ""Methyl cellulose (MC)""; ""Carboxymethyl Cellulose (CMC)""; ""Marlipal(16181/25 Powder""; ""Sodium dodecyl sulphate (SDS)""; ""Experimental: Cleaning Tests""; ""Results""; ""Conclusions""; ""Outlook""; ""Appendix: Glossary of Technical Terms""; ""3D-Stripe Projections""; ""Acknowledgments""; ""About the Author""; ""References""</p> <p>""Part 2: Examination of Untreated and Treated Acrylic Paint Surfaces by 3D-Measurement Technology at the Universal-Museum Joanneum, Graz, Austria""; ""Abstract""; ""Damages on Acrylic Paint Surfaces""; ""Acrylic Emulsions Paints""; ""Ingredients of Acrylic Emulsion Paints""; ""Dry Cleaning""; ""Wet Cleaning""; ""Saliva""; ""Water""; ""Demineralised Water""; ""Magnetised Water""; ""Water with Additions""; ""Methyl</p>

Cellulose (MC)"; "Carboxymethyl Cellulose (CMC)"; "Marlipal (16181/25 Powder)"; "Sodium Dodecyl Sulphate (SDS)"; "3D-Examinations of Cleaned Acrylic Paint Surfaces"

"Apparatus"; "Experimental"; "Materials"; "Paint Samples"; "Results"; "Acknowledgments"; "About the Author"; "References"; "Cool Paint as Urban Heat Island Measure Technology"; "Abstract"; "Introduction"; "Outline of Urban Heat Island Measure Technology"; "Evaluation Method of the Urban Heat Island Measure Effect"; "Surface Heat Budget on Various Technologies"; "Simple Evaluation Method of Surface Air Temperature Reduction"; "Evaluation Results of Various Technologies"; "Estimation Method of Solar Reflectance"; "Estimation Method of Evaporative Efficiency"; "Effect on Radiation Environment by Urban Form"; "Simple Evaluation Tool"; "Conclusion"; "References"; "Technique Assessment of Coating Processes Using Multi-Criteria Decision Support"; "Abstract"; "1. Introduction"; "2. Decision Support in the Context of Technology Management and Innovation"; "Case Study 1: Comparison of Coating Techniques in Automobile Production"; "3. Case Study 2: Automotive Refinish Primers"; "4. Outlook on the Use of Renewable Resources"; "5. Conclusion"; "About the Authors"; "References"

"Environmentally Friendly Paints"

---