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Titolo	Music in Arabia : perspectives on heritage, mobility, and nation // edited by Issa Boulos, Virginia Danielson, , Anne K. Rasmussen
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Edizione	[1st ed.]
Descrizione fisica	1 online resource (323 pages)
Disciplina	780.953
Soggetti	Music - Social aspects Persian Gulf Region
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Introduction / Virginia Danielson -- Aspects of the musical traditions in the Arabian Peninsula : distinctive features, institutional preservation, patrimonial negotiation / Scheherazade Hassan -- The oil economy and the perpetuation of musical heritage in Abu Dhabi / Virginia Danielson -- (Re)patriating the business of music in Oman : examples of the tangible and intangible in an Omani arts economy / Anne K. Rasmussen -- Kuwaiti pearl-diving music and the Mayouf Mejally Folkloric Ensemble : beyond an authorized heritage discourse / Ghazi Faisal al-Mulaifi -- Which lute was played in the sawt of the Gulf before the twentieth century? / Jean Lambert -- The recordings of 'Abdullatif-al-Kuwaiti : 1927-1947 / Ahmad AlSalhi -- Liwa : a tale of adaptation, survival, and sustainability / Aisha Bilkhair -- The art of the tambura in Qatar : African identity reimagined / Issa Boulos and Yassine Ayari -- Beyond aesthetics : political diplomacy and cultural policy in the musics of the Sultanate of Oman / Majid H. al-Harthy -- Songstresses of Saudi Arabia / Kay Hardy Campbell -- Wedding music : an ethnography of male songs and dances at traditional weddings in the United Arab Emirates / Khalid Albudoor ; translated by Issa Boulos -- Gender and genres of Arab music in the collection of Christiaan Snouck Hurgronje (1857-1936) / Anne van Oostrum -- The Oman Center for Traditional Music : 1983-2016 / Musallam al-Kathiri ; translated by Majid H. al-

Harthy -- Baloch cultural circuits in the context of the musical ethnography of the Gulf Region / George Murer -- Reimagining protest, reform, and the public sphere in Bahraini hip-hop and heavy metal / David A. McDonald -- Afterword / Ruth M. Stone.

Sommario/riassunto

Music in Arabia extends and challenges existing narratives of the region's distinctive but understudied music to reveal diverse and dynamic music cultures rooted in centuries-old heritage. Contributors to Music in Arabia bring a critical eye and ear to the contemporary soundscape, musical life, and expressive culture in the Gulf region. Including work by leading scholars and local authorities, this collection presents fresh perspectives and new research addressing why musical expression is fundamental to the area's diverse, transnational communities. The volume also examines music circulation as a commodity, such as with the production of early recordings, the transnational music industry, the context of the Arab Spring, and the region's popular music markets. As a bonus, readers can access a linked website containing audiovisual examples of the music, dance, and expressive culture introduced throughout the book. With the work of resident scholars and heritage practitioners in conversation with that of researchers from the United States and Europe, Music in Arabia offers both context and content to clarify how music articulates identity and nation among multiethnic, multiracial, and multinational populations.

2. Record Nr.	UNINA9910787943603321
Autore	Frawley Andrew
Titolo	Igniting customer connections : fire up your company's growth by multiplying customer experience & engagement / / Andrew Frawley
Pubbl/distr/stampa	Hoboken, New Jersey : , : Wiley, , 2015 ©2015
ISBN	1-118-91671-9
Descrizione fisica	1 online resource (259 p.)
Classificazione	BUS000000
Disciplina	658.8/12
Soggetti	Customer relations Marketing Customer loyalty
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Cover; Title Page; Copyright; Contents; Preface: Marketing Is on Fire; Part One Connect With Your Customers - Now; Chapter 1 The New Marketing Landscape: To Survive Here, You Need to Be Able to Deal with Complexity and Speed; Tectonic Shift #1: More Media, Devices, and Disruption; Tectonic Shift #2: The Data Deluge; Tectonic Shift #3: The Infrastructure Goes Global; Tectonic Shift #4: Digital Channels Create Opportunities for Companies of All Sizes; Tectonic Shift #5: The World Moves Faster Than Ever; Tectonic Shifts Drive Crucial Changes in Consumer Behavior What Does an Empowered Consumer Mean? Marketing Isn't a Mystery Anymore; Meet the Me Economy; What Do These Shifts and Trends Mean to You?; Chapter 2 Customer Connections: The Basic Concept Remained Unchanged for Hundreds of Years-Until Now; Connections Exist at Many Levels; The Core Elements of a Connection; Experience: How People Feel-Emotional and Experiential Connections; Engagement: What People Do-Transactions as Connections; Customer Connections in the Current Era; A Confluence of Capabilities Opens New Doors; As Always, Knowledge Is Power Chapter 6 Strategies for Transformation: Clear, Achievable Next Steps Help You Start Igniting Customer Connections Now Rethink Measurement; Organize around the Customer, Not Products or

Channels; Establish a Consistent Marketing Process; Use Technology to Enable, Not Distract; Make Your Transformation a Reality; Part Two ROE2 Research and Insights; Chapter 7 Executive Insights: Dunkin' Donuts: How This Iconic American Brand Connects with Its Customers; Chapter 8 ROE2 in the Grocery Aisles: How Do Emotion and Experience Influence Grocery Consumers?; The Link between Emotion and Experience
A Personal, Emotional Connection Matters

Sommario/riassunto

A new data-driven approach to building customer relationships that fuel sustainable business growth Igniting Customer Connections explores how organizations of all sizes can build powerful and profitable customer relationships in a today's increasingly complex, fast-paced, and fragmented marketplace. Written by the president of one of the world's largest marketing firms, the book provides expert insights about connecting with customers effectively across all channels and over time. The central premise is a refreshingly different, evidence-based approach called Return On Experience and Engage
