

1. Record Nr.	UNINA9910797795703321
Titolo	Africa in the new world order : peace and security challenges in the twenty-first century // edited by Olayiwola Abegunrin
Pubbl/distr/stampa	Lanham, [Maryland] : , : Lexington Books, , 2014 ©2014
ISBN	0-7391-9352-X
Descrizione fisica	1 online resource (277 p.)
Disciplina	355.03306
Soggetti	Internal security - Africa Human security - Africa Security, International - Africa Africa Politics and government 21st century
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	Contents; List of Tables; List of Maps; List of Abbreviations; Acknowledgments; Introduction; I: African Security Perspective; Chapter One: Leadership Problem and Africa's Security Challenges in the New International Order; Chapter Two: Nigeria and the Emergence of Boko Haram: Anatomy of a Weak State; Chapter Three: The 2002 Rebellion, the Civil War, and Presidential Election Crisis of 2010 in Cote d'Ivoire; II: African Security in Regional Perspectives; Chapter Four: The Niger Delta Chapter Five: Politics, Economic Development, and Prospects for the Economic Security in the Democratic Republic of CongoChapter Six: Security Dilemma; Chapter Seven: Revolutions Across North Africa; Chapter Eight: Appraising Africa's 50 Years of Independence; III: African Security in Global Perspectives; Chapter Nine: The Domestic and Global Implications of the Niger Delta Crisis; Chapter Ten: Somalia in the Horn of Africa Security Equation since September 2001; Chapter Eleven: The African Condition; Selected Bibliography; Index; About the Editor; About the Contributors
Sommario/riassunto	Since 9/11, international security has been redefined and new challenges have been identified. Africa is facing new security challenges, and the continent has become an important battleground in

the fight against terrorism. The revolutions of 2011 and after, now known as the Arab Spring, have highlighted the African peoples continuing struggle against poverty and corruption. This volume analyzes some of the many problems currently facing the African peoples and places them in the wider context of global security.

2. Record Nr.	UNINA9910826465603321
Autore	Taylor David <1964->
Titolo	The brand gym : a practical workout to gain and retain brand leadership // David Taylor and David Nichols
Pubbl/distr/stampa	Chichester, U.K., : Wiley, 2010
ISBN	9786612939525 9780470971338 0470971339 9781119208600 1119208602 9781282939523 1282939521 9780470665046 0470665041
Edizione	[2nd ed.]
Descrizione fisica	1 online resource (259 p.)
Altri autori (Persone)	NicholsDavid <1967->
Disciplina	658.8/27
Soggetti	Brand name products Product management
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 Brand Gym; Contents; What's new in Brandgym 2?; Overview to The Brandgym Workouts; Acknowledgments; Introduction: Being a leader; 1 Workout One: Follow the money; 2 Workout Two: Use insight as fuel; 3. Workout Three: Focus, focus, focus; 4 Workout Four: Build big brand ideas; 5 Workout Five: Grow the core; 6 Workout Six: Stretch your brand muscles; 7 Workout Seven: Amplify your marketing plan; 8 Workout Eight: Rally the troops; References; Index

## Sommario/riassunto

"This refreshingly simple, practical guide demonstrates how brand management can boost business performance. It is the ideal inspiration for creating growth in today's tough economic times. Following the template of the original version, the book consists of a programme of eight "Workouts" that will help marketers raise their own game in key areas such as insight, portfolio strategy, positioning and innovation"--

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