

1. Record Nr.	UNINA9910452506003321
Autore	Malone Chris <1969->
Titolo	The human brand : how we relate to people, products, and companies / / Chris Malone, Susan T. Fiske
Pubbl/distr/stampa	San Francisco : , : Jossey-Bass, , 2013
ISBN	1-118-75827-7 1-118-75815-3
Edizione	[First edition.]
Descrizione fisica	1 online resource (211 p.)
Altri autori (Persone)	FiskeSusan T
Disciplina	658.8/342
Soggetti	Consumer behavior Marketing - Psychological aspects Electronic books.
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	The Human Brand: How We Relate to People, Products, and Companies; Copyright; Contents; Acknowledgments; Introduction: Back to the Future: Why our immediate future so strongly resembles our distant past; An Email to Princeton; The Middle Ages of Marketing; The Relationship Renaissance; Instant Karma; Chapter 1: Warmth and Competence: The two timeless judgments that drive our behavior toward others; Brands Are People Too; The Language of Loyalty; Chapter 2: The Loyalty Test: Why we expect companies and brands to commit to us first; Dropped Calls; No Community but the Investment Community A Question of Loyalty Frequent Flying; From Acquaintances to Advocates; Chapter 3: The Principle of Worthy Intentions: The simple and reliable way to demonstrate warmth and competence; Trust as Our Default; Loyalty as a Primal Attachment; One-Way Streets; Shared Moral Values; Doing Well by Doing Good; Deserving and Undeserving Success; Chapter 4: The Price of Progress: How faceless commerce leads to a focus on discounts; The Loyalty Disconnect; The Internet and Its Uses; Big Love; The Zappos Advantage; The Amazon Challenge; The Relational Upside; The Digital Response; Missed Opportunities Chapter 5: Take Us to Your Leader: What we learn from the people behind the things we buy The Pizza Turnaround; Transformational

Leadership; Come Out from Behind the Curtain; At the Heart of Loyalty; Leading by Example; Tell Us Your Story; David versus Goliath; Chapter 6: Show Your True Colors: Why mistakes and crises are a golden loyalty opportunity; Who Comes First?; When "Customer First" Turns Into Company First; Forgivable Faults; Apple's Lost Directions; A Reservoir of Good Will; The Silver Lining; The Cable Guy; Learning from Mistakes Chapter 7: The Relationship Renaissance: Navigating the road ahead Imperative 1: Become More Self-Aware; Imperative 2: Embrace Significant Change; Imperative 3: Fundamentally Shift Priorities; Notes; About the Authors; Index; Advertisements

Sommario/riassunto

"Why we choose companies and brands in the same way that we unconsciously perceive, judge, and behave toward one another People everywhere describe their relationships with brands in a deeply personal way--we hate our banks, love our smartphones, and think the cable company is out to get us. What's actually going on in our brains when we make these judgments? Through original research, customer loyalty expert Chris Malone and top social psychologist Susan Fiske discovered that our perceptions arise from spontaneous judgments on warmth and competence, the same two factors that also determine our impressions of people. We see companies and brands the same way we automatically perceive, judge, and behave toward one another. As a result, to achieve sustained success, companies must forge genuine relationships with customers. And as customers, we have a right to expect relational accountability from the companies and brands we support. Applies the social psychology concepts of "warmth" (what intentions others have toward us) and "competence" (how capable they are of carrying out those intentions) to the way we perceive and relate to companies and brands Features in-depth analyses of companies such as Hershey's, Domino's, Lululemon, Zappos, Amazon, Chobani, Sprint, and more Draws from original research, evaluating over 45 companies over the course of 10 separate studies The Human Brand is essential reading for understanding how and why we make the choices we do, as well as what it takes for companies and brands to earn and keep our loyalty in the digital age"--

2. Record Nr.	UNINA9910798231003321
Autore	Donham Kelley J.
Titolo	Agricultural medicine : rural occupational and environmental health, safety, and prevention // Kelley J. Donham and Anders Thelin
Pubbl/distr/stampa	Hoboken, New Jersey : , : John Wiley & Sons, , [2016] ©2016
ISBN	1-118-64740-8 1-118-64721-1
Edizione	[Second edition.]
Descrizione fisica	1 online resource (605 p.)
Collana	THEi Wiley ebooks
Disciplina	362.196/98
Soggetti	Agricultural laborers - Health and hygiene Agricultural laborers - Diseases Agriculture - Health aspects Medicine, Rural Rural health
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	Title Page ; Copyright Page; Contents; About the Authors; About the Reviewers ; Preface; Chapter 1 Introduction and Overview; 1.1 Introduction to the Professional Specialty of Agricultural Medicine (Agricultural Safety and Health); 1.2 Terminology and Definitions; 1.3 What is an Agricultural Health and Safety Professional?; 1.3.1 The Primary Care Physician, Nurse, Allied Health Professionals, and Veterinary Practitioners; 1.3.2 The Full-time Agricultural Health and Safety Specialist ; 1.4 Training of Agricultural Health Practitioners and Agriculture Health and Safety Specialists 1.4.1 Training for Healthcare Practitioners 1.4.2 Training Full-time Agriculture Health and Safety Specialists ; 1.5 Demographics of the Agricultural Workforce; 1.6 The Evolution of Production Agricultural, Workforce, and Types of Farms; 1.6.1 Family Farms; 1.6.2 Principal Operator; 1.6.3 Farm Family Members; 1.6.4 Farm Workers; 1.6.5 Indigenous Farm Workers; 1.6.6 Migrant and Seasonal Farm Workers; 1.6.7 Large Farms and Industrial-style Farms ; 1.6.8 Family Corporations; 1.7 Other Occupations Exposed to the Agricultural

Environment; 1.8 General Health Status of the Agricultural Population
1.9 Occupational Health Status of the Agricultural Workforce 1.10
Occupational Injury and Illness Statistics; 1.11 Persistent and Emerging
Megatrends in Agriculture: Health-Safety Implications; 1.12 A Preview
of Specific Occupational Health and Safety Risks and Conditions; 1.12.1
Special Risk Populations in Agriculture (Chapter 2); 1.12.2 Agricultural
Respiratory Conditions (Chapter 3); 1.12.3 Agricultural Skin Diseases
(Chapter 4); 1.12.4 Cancer in Agricultural Populations (Chapter 5);
1.12.5 Toxicology of Pesticides (Chapter 6)
1.12.6 General Environmental Health Hazards in Agriculture (Chapter 7)
1.12.7 Musculoskeletal Diseases in Agriculture (Chapter 8); 1.12.8
Physical Factors Affecting Health (Chapter 9); 1.12.9 Mental, Social, and
Behavioral Health in Agriculture (Chapter 10); 1.12.10 Acute
Agricultural Injuries (Chapter 11); 1.12.11 Human Health Hazards of
Veterinary Pharmaceuticals (Chapter 12); 1.12.12 Agricultural and Rural
Zoonotic and Emerging Infectious Diseases (Chapter 13); 1.12.13
Prevention of Illness and Injury in Agricultural Populations (Chapter 15)
1.12.14 Agricultural Health and Safety Organizations 1.13 Summary;
References; Chapter 2 Special Risk Populations in Agricultural
Communities; 2.1 Introduction; 2.2 Women in Agriculture; 2.2.1 Work
Exposures/Risk Factors for Farm Women; 2.2.2 Prevention; 2.3 Youths
in Agriculture; 2.3.1 Work Exposures/Risks Factors; 2.3.2 Prevention;
2.3.3 Going Beyond Awareness-level Education Aimed at Farm Youths ;
2.4 Elderly Farmers; 2.4.1 Work Exposures/Risks; 2.4.2
Recommendations for Prevention; 2.5 Migrant and Seasonal Farm
Workers; 2.5.1 Work Exposures/Risks; 2.5.2 Prevention and Protection
of MSFWs
2.6 Old-order Anabaptists
