

1. Record Nr.	UNINA9910450482103321
Titolo	International marketing review . Vol. 22, No. 6 International e-marketing [[electronic resource] /] / Guest editors Nitish Singh and Sandeep Krishnamurthy
Pubbl/distr/stampa	Bradford, England, : Emerald Group Publishing, c2005
ISBN	1-280-50976-7 9786610509768 1-84544-848-0
Descrizione fisica	1 online resource (112 p.)
Altri autori (Persone)	KrishnamurthySandeep SinghNitish
Disciplina	658.8/72
Soggetti	Electronic commerce Marketing Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	Preliminaries; Contents; Guest editorial; International e-marketing: opportunities and issues; An analysis of the factors affecting the adoption of electronic commerce by SMEs; Mapping the mind of the mobile consumer across borders; Sustainable competitive advantage of internet firms; Effects of URLs in traditional media advertising in China; The internationalization speed of e-commerce; Note from the publisher
Sommario/riassunto	The internet, web and related information technologies have proven to betransformational. While these technologies have impacted all parts of the corporation,the marketing function has perhaps been most affected. E-marketing is now a significantpart of every global corporation's marketing arsenal. As international acceptance of theinternet and web increases, the scope of international e-marketing now transitions frompossibility to reality.International marketing scholars have followed the transformational impact of theinternet/web closely. Several studies in the international e-marketing conte

2. Record Nr.	UNINA9910799225603321
Autore	Jacobs Lesley A.
Titolo	Against Post-Liberal Courts and Justice : Rescuing Ronald Dworkin's Legacy / / by Lesley A. Jacobs, Matthew McManus
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Palgrave Macmillan, , 2023
ISBN	9783031453472 3031453476
Edizione	[1st ed. 2023.]
Descrizione fisica	1 online resource (140 pages)
Collana	Palgrave Studies in Classical Liberalism, , 2662-6489
Disciplina	347.01
Soggetti	Political science - Philosophy Political science Law - Philosophy Law - History Political Philosophy Political Theory Theories of Law, Philosophy of Law, Legal History Philosophy of Law
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Chapter 1: Reintroducing Ronald Dworkin's Life and Philosophy -- Chapter 2: Dworkin on Constitutional Democracy -- Chapter 3: Assessing the Legacy of Racism and Identity Politics -- Chapter 4: Birth, Love, Life and Their Value- Chapter 5: Dworkin on Distributional Equality -- Chapter 6: Reading Dworkin Against Post-Liberalism.
Sommario/riassunto	This book covers how liberal institutions – constitutional democracy, economic markets, liberal courts, free trade, international human rights – around the world are under assault by the political right and we are witnessing the emergence of post-liberal institutions. These post-liberal institutions are founded on the core conviction that the actions of liberal institutions including the courts and justice system are patently unjust. Liberalism is said to be too nihilistic, too individualistic, too liberal on lifestyles, not committed enough to basic freedoms like free speech, too egalitarian, too cosmopolitan, too elitist

to meet society's needs and advance the common good. This volume makes the case against post-liberal courts and justice by reconnecting to the liberal principles of moral equality and dignified freedom for all. It provides an accessible reintroduction to the work of Ronald Dworkin. Dworkin was one of the most important liberal legal and political thinkers of the past century. The intention of the authors is to show how there is great untapped potential in the work of Ronald Dworkin's work to guide the thinking of progressive liberals through the great issues of the day and respond to the contemporary criticisms of the political right. The core themes are concretely illustrated by focusing on some of the most controversial issues before the Supreme Court, ranging from election funding to abortion, race-sensitive affirmative action, and barriers to equality of opportunity. Lesley A. Jacobs is Professor & Vice-President of Research & Innovation at Ontario Tech University and Professor at York University, Canada. Matthew McManus is Lecturer in Political Science, University of Michigan, USA.
