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Titolo	Effect of solution transition on steering the sales force : for new marketing and sales metrics // Julien Schnerrer
Pubbl/distr/stampa	Hamburg, Germany : , : Anchor Academic Publishing, , 2014 ©2014
ISBN	3-95489-591-9
Descrizione fisica	1 online resource (77 p.)
Disciplina	658.8
Soggetti	Marketing - Study and teaching Marketing research Marketing - Mathematical models
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.
Sommario/riassunto	The objective of this study is to provide a metric that helps to assess the solution readiness status of a firm's sales force. Sales are often considered as part of a marketing strategy. It will be analyzed to what extent this perspective is justified and how this is influenced by the emergence of solutions. Besides, an overview about the sales marketing interface will be given to raise the awareness of this topic. Furthermore, this study will increase the understanding of the reader about applied metric concepts in marketing departments that can be found in existing firms today. It will be de

2. Record Nr.	UNINA9910758490303321
Titolo	Corruption in a global context : restoring public trust, integrity, and accountability / / Edited by Melchior Powell, Dina Wafa, and Tim A. Mau
Pubbl/distr/stampa	Abingdon, Oxon ; ; New York : , : Routledge, , 2020
ISBN	1-000-73348-3 1-000-73310-6 0-367-82212-1
Edizione	[1 ed.]
Descrizione fisica	1 online resource (353 pages) : illustrations
Collana	Routledge corruption and anti-corruption studies
Disciplina	364.1323
Soggetti	Political corruption - Prevention Civil service ethics Corporations - Corrupt practices
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Intro -- Half Title -- Series Page -- Title Page -- Copyright Page -- Table of Contents -- List of Figures -- List of Tables -- List of Boxes -- Notes on contributors -- Preface -- Introduction: Global strategies for a global scourge -- Plan of this book -- Theoretical and historical context - Part I -- Surviving bureaucracy: patterns of corruption, prospects for reform - Chapter 1 -- Corruption in context: what goes wrong in governance - Chapter 2 -- Fighting corruption and restoring public trust and accountability in a regional context - Part II -- Anti-corruption agencies as tools against corruption in West Africa - Chapter 3 -- Legal and institutional measures against corruption in Southern Africa - Chapter 4 -- Corruption in China: tigers and flies beware - Chapter 5 -- Corruption in South Asia - Chapter 6 -- Corruption in the Arab world - Chapter 7 -- Anti-corruption measures in Australia and New Zealand - Chapter 8 -- Corruption syndrome: reverse evolution of bureaucracy-corruption in Russia - Chapter 9 -- Multidimensional comparative analysis of corruption in Europe from 1999 to 2013 - Chapter 10 -- Corruption in Canada: an emerging culture of entitlement threatens good governance - Chapter 11 -- Corruption in the United States: a systems view of public organizations - Chapter 12

-- Latin America: the proliferation of public organizations - Chapter 13
-- Combatting corruption worldwide - Part III -- Grappling with corruption globally: concluding observations - Chapter 15 -- Defining corruption -- Citizens' trust in public institutions -- Conclusion -- References -- Part I: Theoretical and historical context -- Chapter 1: Surviving bureaucracy: Patterns of corruption, prospects for reform -- 1.1 Introduction -- 1.2 External corruption -- 1.3 Internal corruption -- 1.4 Profiles of internal corruption -- 1.5 Prospects for reform. 1.6 Conclusion -- References -- Chapter 2: Corruption in context: What goes wrong in governance -- 2.1 Introduction -- 2.2 Context: what goes wrong -- 2.2.1 Views on types of corruption in politics and administration -- 2.3 State capture and corruption syndromes -- 2.4 Corruption and the Western perspective -- 2.5 Corruption and crime -- 2.6 Wrong in organizations -- 2.7 Police misconduct -- 2.8 From corruption to integrity violations -- 2.9 Neither too complex nor too broad -- 2.10 What goes wrong: types of integrity violation -- 2.11 Corruption: bribery -- 2.12 Corruption: favoritism (nepotism, cronyism, patronage) -- 2.13 Fraud and the theft of resources -- 2.14 Conflict of (private and public) interest through "gifts" -- 2.15 Conflict of (private and public) interest through sideline activities -- 2.16 Improper use of authority -- 2.17 Misuse and manipulation of information -- 2.18 Indecent treatment of colleagues or citizens and customers -- 2.19 Waste and abuse of organizational resources -- 2.20 Misconduct during private time -- 2.21 Context: governance -- 2.22 Conclusions on the dark side of governance -- Notes -- References -- Part II: Fighting corruption and restoring public trust and accountability in a regional context: A Africa: Southern Africa and Western Africa -- Chapter 3: Anti-corruption agencies as tools for fighting corruption in West Africa: The Nigerian example -- 3.1 Introduction -- 3.2 Corruption and neo-patrimonial politics in Nigeria -- 3.3 Conceptualizing corruption -- 3.4 Magnitude and effects of corruption in Nigeria -- 3.5 Neo-patrimonialism and the rise of corruption in Nigeria -- 3.6 Establishment of anti-corruption agencies in Nigeria -- 3.7 The Independent Corrupt Practices and Other Related Offences Commission (ICPC) -- 3.8 The Economic and Financial Crimes Commission (EFCC). 3.9 Impact of the ICPC and the EFCC on the fight against corruption in Nigeria -- 3.10 Nigeria's anti-graft agencies and the capacity question -- 3.11 Chronic underfunding -- 3.12 Inadequate manpower -- 3.13 Legal problems and ineffective criminal justice system -- 3.14 Limited political backing for the war against corruption -- 3.15 Conclusion -- References -- Chapter 4: Legal and institutional measures against corruption in Southern Africa: Case studies -- 4.1 Introduction -- 4.2 South Africa -- 4.3 Lesotho -- 4.4 Mozambique -- 4.5 Angola -- 4.6 Malawi -- 4.7 Botswana -- 4.8 Zimbabwe -- 4.9 Conclusion -- Appendix -- References -- Part II: B Asia -- Chapter 5: Corruption in China: Tigers and flies beware -- 5.1 Introduction -- 5.2 Brief history -- 5.3 Coming of age in the People's Republic of China -- 5.4 Corruption abuses -- 5.5 Methods and means -- 5.6 Tigers and flies beware -- 5.7 The road ahead -- 5.8 New directions? -- References -- Chapter 6: Corruption in South Asia -- 6.1 Introduction -- 6.2 Corruption in historical perspective -- 6.3 Cultural aspects of corruption -- 6.4 Other determinants of corruption -- 6.5 Consequences of corruption in the region -- 6.6 Addressing corruption -- 6.7 Conclusion -- References -- Chapter 7: Corruption in the Arab world -- 7.1 Introduction -- 7.2 Positive steps taken toward combating corruption -- 7.3 Access to information and transparency for societal participation -- 7.4 Citizen voice and societal participation through

civil society and media -- 7.5 Conclusion -- References -- Part II: C
Australasia -- Chapter 8: Corruption in Australia and New Zealand --
8.1 Introduction -- 8.2 Legislative framework -- 8.2.1 Royal
commissions and other formal public inquiries -- 8.4 Anti-corruption
agencies -- 8.4.1 Case study: trans-Tasman corruption -- 8.4.2 New
Australian anti-corruption agencies.
8.4.3 Tasmanian Integrity Commission -- 8.4.4 South Australian
Independent Commissioner Against Corruption -- 8.4.5 Examples of
public sector bribery in New Zealand -- 8.5 Public sector codes of
conduct -- 8.6 International obligations -- International investigations
and compliance -- 8.7 Conclusion -- Notes -- References -- Part II: D
Russia and Europe -- Chapter 9: Corruption syndrome: Reverse
evolution of bureaucratic corruption in Russia -- 9.1 Introduction --
9.2 Methodology -- 9.3 Defining the scope of the issue -- 9.4 "The bad
is out there ..." -- 9.5 "All the evil is outside" -- 9.6 "Solving problems"
-- 9.7 "Personification of services" -- 9.8 Fight against corruption as
an established procedure -- 9.9 Initiative as an indicator of
understanding -- 9.10 Reverse evolution of bureaucracy -- 9.11
Conclusion -- References -- Chapter 10: Multidimensional comparative
analysis of corruption in Europe from 1999-2013 -- 10.1 Introduction
-- 10.2 Corruption in European countries -- 10.3 Employment of the
corruption perceptions index -- 10.4 Atmosphere for investment --
10.5 Foreign direct investments inflow -- 10.6 KOF globalization index
-- 10.7 Economic situation - GDP per capita -- 10.8 Social situation -
human development index -- 10.9 Multidimensional comparative
analysis - cluster analysis -- 10.10 Conclusion -- References -- Part II:
E The Americas -- Chapter 11: Corruption in Canada: An emerging
culture of entitlement threatens good governance -- 11.1 Introduction
-- 11.2 Is it feasible to root out corruption? -- 11.3 Institutional
constraints on corruption -- 11.4 Corruption in Canada: the dissonance
between perception and reality -- 11.5 A culture of entitlement - rears
its ugly head -- 11.6 ... and becomes firmly entrenched -- 11.7
Conclusion: building and maintaining trust -- References.
Chapter 12: Corruption in the United States: A systems view of ethics
management -- 12.1 The American experience with corruption: an
introduction -- 12.2 The emergence of professionalism in U.S. public
service -- 12.3 Complexities in the U.S. federal system -- 12.4 Points
of light -- 12.5 The evolution of an ethical culture in the U.S. -- 12.5.1
Growth of oversight in the federal system -- 12.5.2 A systems view of
ethics -- 12.5.3 The ideological context: changes brought about by
neoliberalism -- 12.6 Gifts, contributions, bribery and citizen distrust
-- 12.7 Improving oversight at the federal level of government -- 12.8
Complexities in the American federal system -- 12.8.1 Congressional
committees -- 12.8.2 The General Accounting Office -- 12.8.3
Congressional committee oversight -- 12.8.4 General Accountability
Office -- 12.8.5 U.S. Department of Justice -- 12.8.6 Inspector
generals (IG's) in the 72 federal departments -- 12.9 Combating
corruption in the 50 states: the 50 Attorneys General -- 12.9.1 Ranking
the relative strength of state integrity laws -- 12.10 Combating
corruption and abuse at the local government level -- 12.10.1 Anti-
corruption agencies in local U.S. governments -- 12.10.2 Local land
use decisions and corruption -- 12.10.3 New York City Department of
Investigation (DOI) -- 12.11 Conclusions -- References -- Chapter 13:
Latin America: The proliferation of public organizations -- 13.1 The
fading impact: brief introduction -- 13.2 Latin America against
corruption -- 13.3 CLAD: the alleged modernization of public
administration in Latin America -- 13.4 IACAC: monitoring
commitments -- 13.5 Special organizations to fight corruption --

13.5.1 Argentina -- 13.5.2 Bolivia -- 13.5.3 Costa Rica -- 13.5.4 Peru
-- 13.5.5 Ecuador -- 13.5.6 Honduras -- 13.5.7 Mexico.

13.6 The proliferation of public organizations or having a good
example? Final reflections.

Sommario/riassunto

"This book provides an important survey of the causes and current state of corruption across a range of nations and regions. Delving into the diverse ways in which corruption is being combatted, the book explores and describes efforts to inculcate principles of ethical conduct in citizens, private sector actors, and public sector personnel and institutions. Corruption is a global condition that affects every type of government, at every level, and has bewitched scholars of governance from ancient times to the present day. The book brings together chapters on a range of state and regional corruption experiences, framing them in terms of efforts to enhance ethical conduct and achieve integrity in government practices and operations. In addition, the book addresses and analyzes the theoretical and practical bases of ethics that form the background and historical precepts of efforts to create integrity in government practices, and finally assesses recent international efforts to address corruption on an international scale. This book will be perfect for researchers and upper-level students of public administration, comparative government, international development, criminal justice, and corruption"--
