1. Record Nr. UNINA9910148929803321

Autore	Clay Catrine
Titolo	Labyrinths: Emma Jung, Her Marriage to Carl and the Early Years of Psychoanalysis
Pubbl/distr/stampa	HarperCollins UK
ISBN	0-00-814119-3
Disciplina	150.1954092
Lingua di pubblicazione	Inglese
Formato	Musica
Livello bibliografico	Monografia
Sommario/riassunto	The story of Emma and Carl Jung's highly unconventional marriage, their relationship with Freud, and their part in the early years of Psychoanalysis.Emma Jung was clever, ambitious and immensely wealthy, one of the richest heiresses in Switzerland when, aged seventeen, she met and fell in love with Carl Jung, a handsome, penniless medical student. Determined to share his adventurous life, and to continue her own studies, she was too young to understand Carl's complex personality or conceive the dramas that lay ahead. Labyrinths tells the story of the Jungs' unconventional marriage, their friendship and, following publication of Jung's The Psychology of the Unconscious, subsequent rift with Freud. It traces Jung's development of word association, notions of the archetype, the collective unconscious, the concepts of extraversion and introversion and the role played by both Carl and Emma in the early development of the scandalous new Psychoanalysis movement.In its many twists and turns, the Jung marriage was indeed labyrinthine and Emma was forced to fight with everything she had to come to terms with Carl's brilliant, complex character and to keep her husband close to her. His belief in polygamy led to many extra-marital affairs including a menage a trois with a former patient Toni Wolff that lasted some thirty years. But the marriage endured and Emma realised her ambition to become a noted analyst in her own right.

2. Record Nr. UNIORUON00101990

Autore	SEI Shonagon
Titolo	Makura no soshi / Sei Shonagon; Shioda Ryohei
Pubbl/distr/stampa	Tokyo, : Kadokawa shoten, 1966
Descrizione fisica	401 p. : ill. ; 20 cm
Classificazione	GIA VI AA
Soggetti	LETTERATURA GIAPPONESE - NARRATIVA - PERIODO HEIAN-FUJIWARA (794-1185) - CRITICA
Lingua di pubblicazione	Giapponese
Formato	Materiale a stampa
Livello bibliografico	Monografia

3. Record Nr. UNINA9910813532303321

Autore	Holden Reed K
Titolo	Pricing with confidence : 10 ways to stop leaving money on the table / / Reed K. Holden, Mark R. Burton
Pubbl/distr/stampa	Hoboken, NJ, : Wiley, c2008
ISBN	1-118-04534-3 1-119-19874-7 1-281-23749-3 9786611237493 0-470-25923-X
Edizione	[1st ed.]
Descrizione fisica	1 online resource (242 p.)
Altri autori (Persone)	BurtonMark R. <1965->
Disciplina	658.1554 658.8 658.8/16 658.816
Soggetti	Pricing Service industries - Prices
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	PRICING WITH CONFIDENCE: 10 WAYS TO STOP LEAVING MONEY ON THE TABLE; CONTENTS; ACKNOWLEDGMENTS; INTRODUCTION: WHY PRICING IS SO HARD AND WHY MOST COMPANIES MESS IT UP; Rule One: Replace the Discounting Habit with a Little Arrogance; Rule Two: Understand the Value You Offer to Your Customer; Rule Three: Apply One of Three Simple Pricing Strategies; Rule Four: Play Better Poker with Customers; Rule Five: Price to Increase Profits; Rule Six: Add New Products and Services that Give You Negotiating Flexibility and Growth; Rule Seven: Force Your Competitor to React to Your Pricing Rule Eight: Build Your Selling BackboneRule Nine: Take Simple Steps to Move from Cost-Plus to Value-Based Pricing; Rule Ten: Price with Confidence: Remember Who You Are; INDEX
Sommario/riassunto	Bad pricing is a great way to destroy your company's value, revenue, and profits. With ten simple rules, this book shows you how to deliver both healthy profit margins and robust revenue growth while kicking the dreaded discounting habit. The authors destroy the conventional wisdom that you have to trade margins for revenues and show you how to fully exploit the value your company offers customers. This is a proven plan for increasing sales without sacrificing profits.