

1. Record Nr.	UNINA9910819943003321
Autore	Joskowicz Ari
Titolo	The modernity of others : Jewish anti-Catholicism in Germany and France / / Ari Joskowicz
Pubbl/distr/stampa	Stanford, California : , : Stanford University Press, , 2014 ©2014
ISBN	0-8047-8840-5
Descrizione fisica	1 online resource : illustrations (black and white)
Collana	Stanford Studies in Jewish History and C Stanford studies in Jewish history and culture
Disciplina	305.892/404
Soggetti	Anti-Catholicism - Germany - History - 19th century Anti-Catholicism - France - History - 19th century Anti-clericalism - Germany - History - 19th century Anti-clericalism - France - History - 19th century Jews - Germany - Politics and government - 19th century Jews - France - Politics and government - 19th century
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	Frontmatter -- Contents -- Illustrations -- Acknowledgments -- Introduction -- 1. Antisemitism, Anti-Catholicism, and Anticlericalism -- 2. Jewish Anticlericalism and the Making of Modern Citizenship in the Late Enlightenment -- 3. Romanticism, Catholicism, and Oppositional Anticlericalism -- 4. Reforming Judaism, Defending the Family: Jews in the Catholic–Liberal Conflicts at Midcentury -- 5. Jews in the Transnational Culture Wars: Secularism and Anti-Papal Rhetoric -- 6. Representative Secularism: Jewish Members of Parliament and Religious Debate -- 7. Nationalism, Antisemitism, and the Decline of Jewish Anti-Catholicism -- Conclusion: Rethinking European Secularism from a Minority Perspective -- Abbreviations in the Endnotes -- Notes -- Index
Sommario/riassunto	The most prominent story of 19th century German & French Jewry has focused on Jews' adoption of liberal middle-class values. Joskowicz points to an equally powerful aspect of modern Jewish history: the extent to which German and French Jews sought to become modern by

criticising the anti-modern positions of the Catholic Church. From the moment in which Jews began to enter the fray of modern European politics, they found that Catholicism served as a convenient foil that helped them define what it meant to be a good citizen, to practice a respectable religion, and to have a healthy family life.

2. Record Nr.	UNINA9910961290303321
Autore	Daw Jocelyne
Titolo	Breakthrough nonprofit branding : seven principles for powering extraordinary results // Jocelyne Daw ... [et al.]
Pubbl/distr/stampa	Hoboken, N.J., : Wiley, 2011
ISBN	9786612849169 9780470918685 0470918683 9781282849167 1282849166 9780470918661 0470918667
Edizione	[1st ed.]
Descrizione fisica	1 online resource (339 p.)
Collana	AFP/Wiley fund development series ; ; 188
Altri autori (Persone)	DawJocelyne
Disciplina	658.8/27
Soggetti	Nonprofit organizations Branding (Marketing) Advertising
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 (p. 303-306) and index.
Nota di contenuto	Breakthrough Nonprofit Branding: Seven Principles to Power Extraordinary Results; The AFP Fund Development Series; Contents; Acknowledgments; Introduction: The New Nonprofit Imperative; Chapter 1: From Traditional to Breakthrough Nonprofit Branding; Chapter 2: Principle One: Discover the Authentic Meaning of Your Brand; Chapter 3: Principle Two: Embed Brand Meaning across the Organization; Chapter 4: Principle Three: Rally Internal Brand Ambassadors; Chapter 5: Principle Four: Develop 360(degree) Brand

Communications

Chapter 6: Principle Five: Expand Your Brand by Mobilizing an External Community
Chapter 7: Principle Six: Cultivate Partners to Extend Your Brand Reach and Influence; Chapter 8: Principle Seven: Leverage Your Brand for Alternative Revenue and Value; Conclusion: The Breakthrough Nonprofit Brand Journey; Appendix A: Brand Journey Assessment Tool; Appendix B: Snapshot of Nonprofit Case Studies; Glossary; Notes; Bibliography; About the Authors; Index

Sommario/riassunto

"A hands-on guide to help your nonprofit build its brand, raise its profile, strengthen impact and develop deeper relationships with donors, volunteers, and other stakeholders. Breakthrough Nonprofit Branding is about the power a constituency-focused, compelling brand can have to revolutionize an organization and the way people view and support it. Shows how to optimally define what your organization stands for to differentiate, create value and breakthrough. Explains how to build loyal communities inside and outside of your organization to increase social impact. Features seven principles for transforming a brand from ordinary trademark to strategic advantage. Includes case studies of eleven breakthrough nonprofit brands and transferable ideas and practices that nonprofits of any size, scope or experience can implement. Other title by Daw: Cause Marketing for Nonprofits : Partner for Purpose, Passion, and Profits. A practical road map and essential tool for nonprofit leaders, board members, and volunteers, this book reveals the vital principles you need to know to build and manage your organization's most valuable asset - its brand. In today's highly competitive nonprofit world, building a breakthrough brand is no longer a "nice to do," but the new imperative. Jocelyne Daw, a pioneer and leader in building business and community partnerships has over 25 years of nonprofit leadership experience. Carol Cone, named by PR WEEK as the most powerful and visible figure in the world of cause branding, has been linking companies and causes for over 25 years."--
