

1. Record Nr.	UNINA9910459517103321
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Titolo	Blue Ocean Strategy for small and mid-sized companies in Germany [[electronic resource] ] : development of a consulting approach // Carsten Siegemund
Pubbl/distr/stampa	Hamburg, : Diplom.de, 2008
ISBN	3-8366-1477-4
Descrizione fisica	1 online resource (85 p.)
Disciplina	658.46 658.8/02
Soggetti	Marketing - Germany Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Title from cover.
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Blue Ocean Strategy for small andmid-sized companies in Germany Development of a consulting approach; Table of contents; I Preface; II Acknowledgement; 1. Introduction; 2. Market Theory and Business Strategies; 3. Why does Industries Named Red Oceans?; 4. Blue Ocean Strategy; 5. Small and Medium-Sized Enterprises in Germany; 6. Consulting Approach Based on Value Innovation; 7. Conclusion; III Bibliography; IV Appendices
Sommario/riassunto	Why does 'value innovation' play an important role for small and medium-sized enterprises (SMEs)? Innovation, besides imitation, is the foundation to conduct business and produce goods and services. Each company needs at least at one point or another during its lifecycle innovation to stay competitive within a market. Its importance increases throughout time because of new companies accessing existing domestic markets by overcoming the market barriers and the international integration of markets for global trading. Aside the well-known forms of innovation, a new type called 'value innovation'

2. Record Nr.	UNINA9910821913303321
Titolo	Dealing with the dead : mortality and community in medieval and early modern Europe // edited by Thea Tomaini
Pubbl/distr/stampa	Leiden, Netherlands ; ; Boston, Massachusetts : , : Brill, , 2018 ©2018
ISBN	90-04-35833-1
Descrizione fisica	1 online resource (461 pages) : illustrations, maps
Collana	Explorations in Medieval Culture, , 2352-0299 ; ; Volume 5
Disciplina	306.9094
Soggetti	Death - Europe - History Funeral rites and ceremonies - Europe - History Dead - History Europe History 1492-1517 Europe History 476-1492
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Preliminary Material -- Introduction / Thea Tomaini -- 1 The Talking Dead: Exhortations of the Dead to the Living in Anglo-Saxon Writing / Hilary Fox -- 2 Sudden Death in Early Medieval England and the Anglo-Saxon Fortunes of Men / Jill Hamilton Clements -- 3 Monumental Memory: The Performance and Enduring Spectacle of Burial in Early Anglo-Saxon England / Melissa Herman -- 4 Dealing with the Undead in the Later Middle Ages / Stephen Gordon -- 5 "Look at my Hands:" Physical Presence and the Saintly Intercessor at Wilton / Kathryn Maude -- 6 The Corpse of Public Opinion: Thomas of Norwich, Anti-Semitism, and Christian Identity / Mary E. Leech -- 7 Outlaws and the Undead: Defining Sacred and Communal Space in Medieval Iceland / Justin T. Noetzel -- 8 A Funeral Procession from Venice to Milan: Death Rituals for a Late-Medieval Wealthy Merchant / Martina Saltamacchia -- 9 Live by the Sea, Die by the Sea: Confronting Death and the Dead in Medieval Liguria, 1140-1240 CE / Nikki Malain -- 10 The Medieval Cemetery as Ecclesiastical Community: Regulation, Conflict, and Expulsion, 1000-1215 / Anthony Perron -- 11 The Corpse as Testimony: Judgment, Verdict, and the Elizabethan Stage / Thea Tomaini -- 12 Reappropriated

Antiquity in the Funerary Art of the Kingdom of León and Castile in the High Middle Ages / Sonsoles García González -- 13 Exploring Late-Medieval English Memento Mori Carved Cadaver Sculptures / Christina Welch -- 14 Holbein's Mementi Mori / Libby Karlinger Escobedo -- Afterword: A Few Thoughts on the Dead, the Living, and Liminal Existence / Wendy J. Turner -- General Bibliography / Thea Tomaini -- Index / Thea Tomaini.

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Sommario/riassunto

Death was a constant, visible presence in medieval and renaissance Europe. Yet, the acknowledgement of death did not necessarily amount to an acceptance of its finality. Whether they were commoners, clergy, aristocrats, or kings, the dead continued to function literally as integrated members of their communities long after they were laid to rest in their graves. From stories of revenants bringing pleas from Purgatory to the living, to the practical uses and regulation of burial space; from the tradition of the *ars moriendi*, to the depiction of death on the stage; and from the making of martyrs, to funerals for the rich and poor, this volume examines how communities dealt with their dead as continual, albeit non-living members. Contributors are Jill Clements, Libby Escobedo, Hilary Fox, Sonsoles Garcia, Stephen Gordon, Melissa Herman, Mary Leech, Nikki Malain, Kathryn Maud, Justin Noetzel, Anthony Perron, Martina Saltamacchia, Thea Tomaini, Wendy Turner, and Christina Welch

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