

1. Record Nr.	UNINA9910826313103321
Autore	Trindade Antonio Augusto Cancado <947->
Titolo	The construction of a humanized international law : a collection of individual opinions (1991-2013) // Judge Antonio A. Cancado Trindade ; preface by Dean Spielmann ; general introduction by Andrew Drzemczewski
Pubbl/distr/stampa	Leiden, Netherlands ; ; Boston, [Massachusetts] : , : Brill Nijhoff, , 2017 ©2017
ISBN	90-04-34004-1
Descrizione fisica	1 online resource (780 pages) : illustrations
Collana	Judges, , 0929-6301 ; ; Volume 7
Disciplina	341.48
Soggetti	International law and human rights Judicial opinions
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Preliminary Material / Antônio A. Cançado Trindade -- General Introduction / Antônio A. Cançado Trindade -- Implied Powers of International Tribunals / Antônio A. Cançado Trindade -- The Universal Juridical Conscience, Humaneness and the Condemnation of Genocide / Antônio A. Cançado Trindade -- The Universal Juridical Conscience, Humaneness and the Obligation of Nuclear Disarmament / Antônio A. Cançado Trindade -- Victims' Right to Reparations for War Damages / Antônio A. Cançado Trindade -- The Evolving Law on Conservation of Living Species / Antônio A. Cançado Trindade -- The Relevance of General Principles of International Law / Antônio A. Cançado Trindade -- The Autonomous Legal Regime of Provisional Measures of Protection / Antônio A. Cançado Trindade -- Index / Antônio A. Cançado Trindade.
Sommario/riassunto	The current volume supplements Volume 1 and 2 of The Construction of a Humanized International Law , which contains a selection of the Individual Opinions of Judge Antônio A. Cançado Trindade (1991-2013), former Judge and President of the Inter-American Court of Human Rights, and since 2008 a Judge of the International Court of Justice. Volume 3 brings these texts up to date till 2015. Many dwell on

aspects of the increased humanization of international law. Elevating this body of norms, which have traditionally focused on purely inter-State relations, to a level where individuals and their suffering (projected in time) become a primary concern, is without doubt Antônio A. Cançado Trindade's major doctrinal contribution. His great achievement at the International Court of Justice has been to draw attention to this dimension, and to further its development in the international case-law, in the light of the universal juridical conscience and stressing the relevance of general principles of international law. In a significant number of cases the World Court acts today as a human rights court, dealing increasingly, albeit under the traditional umbrella of inter-State disputes, with situations that involve human suffering and lead it to find human rights violations. We also offer this title as part of a 3 volume set (isbn 9789004375048).

2. Record Nr.	UNINA9910824030703321
Autore	Wind Yoram
Titolo	Beyond advertising : creating value through all customer touchpoints / / Yoram (Jerry) Wind, Catharine Findiesen Hays and The Wharton Future of Advertising Innovation Network
Pubbl/distr/stampa	Hoboken, New Jersey : , : Wiley, , 2016 ©2016
ISBN	1-119-07409-6 1-119-17045-1 1-119-07420-7
Edizione	[Second edition.]
Descrizione fisica	1 online resource (288 p.)
Collana	THEi Wiley ebooks
Classificazione	BUS018000
Disciplina	659.1
Soggetti	Advertising Communication in marketing Customer relations
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	Machine generated contents note: Preface: Who Should Read This

Book? Part I Overview: The Motivation for Change and the Necessity for Challenging Current Mental Models Chapter 1: The Five Forces Driving the Need for Change, and the Enablers to Do So Chapter 2: It's All in Your Head: Challenging Entrenched Mindsets about "Advertising" Part II Overview: A New Model of Advertising Chapter 3: Orchestrating Value Creation across ALL Touchpoints Chapter 4: Aligning Individuals, Organizations, and Society through Authentic and Compelling Brand Purpose and Initiatives for Win-Win-Win Impact Chapter 5: Making the Substance of Each Touchpoint, and Touchpoint Journey, "RAVES" Chapter 6: Designing Touchpoints to Leverage the Expanded Power of Context: "MADEs" Part III: What to Do Now to Get Ready For - And Co-Create - The Future Chapter 7 Embrace a Culture of Adaptive Experimentation Chapter 8: Leverage All Aspects of the Organizational Architecture to Effect Change or Start Fresh Chapter 9: Transcend Silos and Barriers with Aligned Objectives, Open Innovation, Network Activation and Network Orchestration Chapter 10: A Global Movement From and Beyond Advertising toward a More Desirable Future Appendix One The Backstory: The Wharton FoA Program and the Advertising 2020 Project Appendix Two: Planning and Conducting an Experiment Appendix Three: Example Worksheet Appendix 4: Advertising 2020 Collaborators Bibliography .

Sommario/riassunto

"Radically alter the impact of your advertising by changing your mindset Beyond Advertising offers concrete advice for actions to take and mindsets to adopt that will radically alter the impact of advertising--both for advertising professionals and target audiences. An ambitious book with insight from over 200 leading executives, innovators, and academics, this text paints a picture of what the future of advertising may look like by 2020. Most importantly, it provides concrete guidance regarding the changes you can make to your approach in order to thrive in an evolving industry, and explains what you can do differently now to create effective advertising across all consumer touchpoints. Advertising relies upon the engagement of target audience members to be successful, and achieving this engagement is becoming both easier and more difficult as communication channels change to keep up with the latest technology. Retaining a dynamic, flexible approach to advertising--and understanding where to make changes to your methods--is the only way to stay relevant in such a quickly moving industry. Visualize the evolution of the advertising industry, and understand how it may change in the coming decade Avoid the mistake of failing to change your approach to advertising as the industry evolves Identify the concrete actions you can take right now to improve your results Discover the RAVES method of advertising Beyond Advertising is a forward-thinking text that every advertising professional needs to maintain a level of relevancy as the industry continues to evolve"--

"Over two-hundred of the world's most forward-thinking executives, innovators, and academics paint a picture of what the future of "advertising" could and should be by the year 2020. In this book they give concrete advice for actions to take and mindsets to adopt that will radically alter the impact of advertising on both advertisers and the people they seek to influence. The book will focus on three current examples: - "Advertising" is in the throes of a transformation that calls into question its most fundamental concepts, but very few marketers are doing anything different to adapt. - Marketers cannot simply continue doing what they've been doing and expect to succeed. - What to start doing differently now: create advertising that is Relevant and Respectful, Actionable, Valuable, Experiential, and offers a Surprising Story (RAVES) orchestrated across all touch points and the implications

of this to the vision, objectives, strategies and organizational and network architecture of the involved firms"--
