

1. Record Nr.	UNINA9910824043603321
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Titolo	Belief systems, religion, and behavioral economics : marketing in multicultural environments // Elizabeth A. Minton and Lynn R. Kahle
Pubbl/distr/stampa	New York, New York (222 East 46th Street, New York, NY 10017) : , : Business Expert Press, , 2014
ISBN	1-60649-705-7
Edizione	[First edition.]
Descrizione fisica	1 online resource (162 p.)
Collana	Economics collection, , 2163-7628
Disciplina	174
Soggetti	Economics - Religious aspects Economics - Psychological aspects Multiculturalism in advertising Consumer behavior - Religious aspects
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Part of: 2014 digital library.
Nota di bibliografia	Includes bibliographical references (pages 123-135) and index.
Nota di contenuto	Preface -- 1. Behavioral economics and belief systems -- 2. Demystifying belief systems -- 3. Belief systems of the western world & interpretations for behavioral economics -- 4. Belief systems of the eastern world & interpretations for behavioral economics -- 5. The disconnect between belief systems and behavioral economics -- 6. Comparing belief systems: influences on behavioral economics -- 7. Comparing belief systems: influences on consumers -- 8. Managerial implications for businesses -- 9. Cases -- 10. Conclusion -- Appendix -- Notes -- References -- Index.
Sommario/riassunto	Religion is a topic that businesses often ignore, in spite of 70% of the world being religious. Whether the silence results from the taboo nature of the topic or the thought that religion is a separate domain from consumption and business, it cannot be denied that it has received scant attention. Many do not realize (or resist) the idea that religion is a key contributor to a consumer's core values, which then contribute to consumption decisions, voting practices, reaction to pro-social messages and public policy, as well as donating behavior.

2. Record Nr.	UNINA9910145965003321
Titolo	After Saddam : prewar planning and the occupation of Iraq // Nora Bensahel ... [et al.]
Pubbl/distr/stampa	Santa Monica, CA, : Rand Arroyo Center, 2008
ISBN	1-282-03323-9 9786612033230 0-8330-4638-1
Descrizione fisica	1 online resource (313 p.)
Altri autori (Persone)	BensahelNora <1971->
Disciplina	956.7044/3
Soggetti	Iraq War, 2003-2011 Military planning - United States Postwar reconstruction - Iraq Insurgency - Iraq National security - Iraq Iraq
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	"Prepared for the United States Army." "MG-642-A"--P. [4] of cover.
Nota di bibliografia	Includes bibliographical references (p. 255-273).
Nota di contenuto	Cover; Preface; Contents; Figures; Tables; Summary; Acknowledgments; List of Acronyms and Abbreviations; CHAPTER ONE- Introduction; CHAPTER TWO- Military Planning Efforts; CENTCOM Operational Planning; Combined Forces Land Component Command (CFLCC) Phase IV Planning; Planning at V Corps and Subordinate Commands; Observations; CHAPTER THREE- Civilian Planning Efforts; Interagency Planning: The ESG and the IPMC; The Office of the Secretary of Defense; State Department Planning; USAID Planning; The National Security Council; Other Analyses of Postwar Requirements; CHAPTER FOUR- Task Force IV Establishing Task Force IV Task Force IV Planning; Operational Challenges; The Dissolution of Task Force IV; CHAPTER FIVE- The Office of Reconstruction and Humanitarian Assistance; Organization and Staffing; ORHA Planning; Deploying to Kuwait; Arriving in Baghdad; CHAPTER SIX- Humanitarian Planning; Interagency Humanitarian

Planning; IO and NGO Frustrations; Actual Humanitarian Requirements; Assessing Humanitarian Planning; CHAPTER SEVEN- Combat Operations During Phase IV; Phase IVa: Stability Operations; Phase IVb: Recovery Operations; CHAPTER EIGHT- The Coalition Provisional Authority The Origins and Authorities of CPA Goals; Other Governing Institutions; Organization of CPA; Location and Staffing; Relations with CJTF-7; Concluding Observations; CHAPTER NINE- Building New Iraqi Security Forces; Defining and Building Iraqi Security Forces; Building the MoI; Creating the Iraqi Police Service (IPS); The Facilities Protection Services; The Border Police; High-End MoI Forces; Ministry of Defense; The Iraqi Armed Forces; Iraqi Civil Defense Corps (ICDC); Intelligence; National Security Decision making Structures; Iraqi Armed Forces and the Handover of Power

Integrating the Armed Forces and Militias Not Under Government Control Concluding Observations; CHAPTER TEN- Governance and Political Reconstruction; Prewar Planning for Postwar Governance; Postwar Governance: The Iraqi Governing Council; The November 15 Agreement and the Transfer of Authority; The Transitional Administrative Law; Provincial and City Governance; Lessons Learned; CHAPTER ELEVEN- Economic Policy; Economic Conditions in Iraq at the End of Major Combat; Economic Policies Pursued by CPA; Economic Policy Changes That Were Not Fully Implemented; Lessons Learned CHAPTER TWELVE- Essential Services and Infrastructure Status at the End of Major Combat; Prewar Assumptions; Contracting for the Resumption of Essential Services; The Players: Who Was Involved in Reconstruction; Financing; Coordinating and Implementing Reconstruction Projects; Results as of June 28, 2004; CHAPTER THIRTEEN- Assessing Postwar Efforts; Shaping the Plan; Lessons for the Army; APPENDIX- Strategic Studies Institute's Mission Matrix for Iraq; Bibliography

Sommario/riassunto

Examines prewar planning efforts for postwar Iraq, the role of U.S. military forces after the end of major combat, and civilian efforts at reconstruction.
