

1. Record Nr.	UNINA9910953321203321
Autore	Curry Jeffrey E. <1953->
Titolo	A short course in international marketing : approaching and penetrating the global marketplace // Jeffrey Edmund Curry
Pubbl/distr/stampa	Petaluma, CA, : World Trade Press, c2009
ISBN	9781607800798 1607800799
Edizione	[3rd ed.]
Descrizione fisica	1 online resource (192 p.)
Collana	The Short course in international trade series
Disciplina	658.8 658.8/48 658.848
Soggetti	Export marketing Global business
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. 184). Includes web resources.
Nota di contenuto	International Marketing; Introduction; Table of Contents; Chapter 1: Marketing Basics; Chapter 2: Elements of the Marketplace; Chapter 3: The Dimensions of International Marketing; Chapter 4: International Trade; Chapter 5: The Role of Governments; Chapter 6: The Role of Cultural Forces; Chapter 7: Developing Products for the Foreign Market; Chapter 8: Market Research; Chapter 9: Preparing for Market Entry; Chapter 10: Developing Distribution; Chapter 11: Advertising and Promotions; Chapter 12: Making Contact: Different Products and Promotions; Chapter 13: Staffing the New Market Chapter 14: Evaluating Performance Chapter 15: The Marketing Plan; Chapter 16: The Marketing Audit; Chapter 17: Glossary; Chapter 18: Resources
Sommario/riassunto	A Short Course in International Marketing will transform your export operation into a market-driven, profit-making enterprise by explaining how to employ international marketing methods and strategies used by successful firms worldwide.

2. Record Nr.	UNINA9910913780203321
Autore	McIntyre-Mills Janet J
Titolo	Affirmative Intervention to Support Multispecies Relationships // edited by Janet J. McIntyre-Mills
Pubbl/distr/stampa	Singapore : , : Springer Nature Singapore : , : Imprint : Springer, , 2024
ISBN	9789819730797 9819730791
Edizione	[1st ed. 2024.]
Descrizione fisica	1 online resource (678 pages)
Collana	Contemporary Systems Thinking
Altri autori (Persone)	McIntyre-Mills
Disciplina	304.2
Soggetti	Economic development Political planning International relations Political science Regional economics Space in economics Development Studies Public Policy International Relations Political Science Regional and Spatial Economics
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Earning, Learning and Growing a Future Together -- The Personal and Political: Ways to Support Participatory Design: Affirmative Intervention to Support Multispecies Relationships through Meditation, Analysis, Scenarios and Story Pathways to Wellbeing -- Storytelling and Scenarios : Fostering Emotional Intelligence, Distributive Leadership and Multispecies Relationships -- Vignette A Critical Systemic Reflections on Narratives at Writers Week in the Wake of Climate Change, Pandemic and War -- A Reflection on Knowing your Place: Learning Supported by Meditation and Dialogue -- Storytelling to Weave Scenarios with Unravelled Threads -- Pointing the Way : How Critical Systemic Novels can Help to Address Polarisations : Through Recognising Continuums

and Exploring Integrative Scenarios -- Making Sense of my Own Life : Pandemic and Unravelling: Diary Notes 2022-2023 -- Vignette: Small Stories : Orphans Growing a Future Post Covid -- High as a Kite: School Lunches as Food for Thought -- Earth Jurisprudence, Consciousness and Knowing our Place : Protecting the Commons (food, water, energy) Through non Anthropocentrism and Nonviolence Protecting the Commons Through Linking Indigenous Views on Natural Law with Relational Governance -- Rebalancing Conservation and Development: Water Security and Sowing Indigenous Seed and Wisdom -- A Metalogue on Constructivism and why Thinking Matters : A Consideration of Multispecies Relationships and Re-considering our Identity -- The Logosofia Thread as Constructivist Paradigm Praxis -- Community of Practice based on Spanning Boundaries and Extending our Solidarity with other Species: Intergenerational Learning and Local Wisdom -- Exploring Lessons on Re-generative Living with a Community of Practice in South Africa and Indonesia -- Re-generating Local, Regional and International Leadership Through Community engagement on Earning, Learning and Growing a Future: A Metalogue with Youth Leaders and Young at Heart Facilitators -- Multi-species Relationality Through Scaling up Systemic Governance to Re-generate and Protect the Commons: Summing up our Dialogues and Metalogues -- Concluding Reflections on Dynamics and Displacement: Implications for Systemic Governance Food, Energy and Water Security.

Sommario/riassunto

This book offers a pioneering approach to collaborative co-authorship, integrating storytelling, participatory action research, and innovative uses of technology like Zoom to bridge geographical and cultural divides. The authors emphasize authentic dialogue, using a form of metalogue to ensure all voices are heard and respected, thus avoiding ventriloquy—speaking for or over others. Their praxis revolves around performative and regenerative projects involving indigenous custodians, academics, students, and community members, aiming to address "Species Apartheid" and promote a more inclusive and sustainable future. The book's engagement model includes inner work, focusing on critical analysis and analytical meditation on values and their consequences; outer work, involving transformative education and organic food production workshops to engage a broad community of practice; and future work, exploring narrative and "if-then" scenarios to envision new possibilities, with an emphasis on creativity and courage. The authors draw inspiration from diverse sources, including Indigenous knowledge systems and various academic institutes and organizations. Through their collaborative efforts, they aim to create a more inclusive, sustainable, and just world.
