

1.	Record Nr.	UNINA9910985795803321
	Titolo	Seton Hall journal of legislation & public policy
	Pubbl/distr/stampa	Newark, New Jersey : , : Seton Hall University School of Law, , [2023]-
	Descrizione fisica	1 online resource (volumes)
	Disciplina	349.73
	Soggetti	Law - New Jersey Public policy (Law) - New Jersey Law Public policy (Law) Law reviews.
	Lingua di pubblicazione	Inglese
	Formato	Materiale a stampa
	Livello bibliografico	Periodico
2.	Record Nr.	UNINA9910954874403321
	Autore	Kotler Philip
	Titolo	Chaotics : the business of managing and marketing in the age of turbulence / / Philip Kotler and John A. Caslione
	Pubbl/distr/stampa	New York, : American Management Association, c2009
	ISBN	1-282-09130-1 9786612091308 0-8144-1524-5
	Edizione	[1st ed.]
	Descrizione fisica	1 online resource (225 p.)
	Altri autori (Persone)	CaslioneJohn A
	Disciplina	658
	Soggetti	Business cycles Globalization Management Marketing
	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	Contents; Preface; Introduction; 1 THE WORLD HAS ENTERED A NEW ECONOMIC STAGE: FROM NORMALITY TO TURBULENCE; 2 MANAGEMENT'S WRONG RESPONSES TO TURBULENCE NOW BECOME DANGEROUS; 3 THE CHAOTICS MODEL: MANAGING VULNERABILITY AND OPPORTUNITY; 4 DESIGNING MANAGEMENT SYSTEMS FOR RESILIENCE; 5 DESIGNING MARKETING SYSTEMS FOR RESILIENCE; 6 THRIVING IN THE AGE OF TURBULENCE: ACHIEVING BUSINESS ENTERPRISE SUSTAINABILITY; Notes; Index; About the Authors
Sommario/riassunto	We have entered into an entirely new era, an age of increasingly frequent and intense periods of turbulence in the global economy. Unlike past recessions, today's crises have precipitated a need for businesses to develop a new mindset, one that takes into account intermittent periods of disturbance, allowing them to thrive while under the constant threat of chaos. Chaotics presents a revolutionary set of guidelines designed to help businesses: detect sources of turbulence prepare scenarios predict resulting vulnerabilities and opportunities develop responses to ensure long-term resilie