

1. Record Nr.	UNINA9910907194803321
Autore	Martínez-Puertas Sergio
Titolo	Disruptions, Diversity, and Ethics in Marketing : First International Conference on Advanced Marketing Practice (ICoAMP), Almeria, Spain, April 18-19, 2024 // edited by Sergio Martínez-Puertas, Manuel Sánchez-Pérez, Cristina Segovia-López, Eduardo Terán-Yépez
Pubbl/distr/stampa	Cham : , : Springer Nature Switzerland : , : Imprint : Springer, , 2025
ISBN	9783031704888 3031704886
Edizione	[1st ed. 2025.]
Descrizione fisica	1 online resource (181 pages)
Collana	Springer Proceedings in Business and Economics, , 2198-7254
Altri autori (Persone)	Sánchez-PérezManuel Segovia-LópezCristina Terán-YépezEduardo
Disciplina	658.8
Soggetti	Marketing Business ethics Diversity in the workplace Business Ethics Diversity Management and Women in Business
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	A brief review of bibliometric analysis use in marketing studies -- Geographic information system in hospitality: Spatial clustering of hotels based on marketing variables -- Analyzing the relationship between healthcare quality and patient satisfaction in the case of Spain. Some panel data evidence -- Sustainability in Marketing Education. Students attitudes at Iberian Universities -- Sustainability Teaching in Marketing: An Importance Performance Analysis in Higher Education Institutions -- Game-Based Learning through the Use of Artwork Images: Influence on the Perception of a Product -- Unveiling the Collaborative Dynamics of Clusters in En-hancing Cooperation for Green Marketing Initiatives: A Conceptual Model -- Nurturing Sustainability in Agricultural Firms: The Role of Relational Marketing with Stakeholders and the Moderating Influence of Firm´s Attitudes Towards Sustainability -- Why do we play golf? An exploratory research

-- Use of online shop chatbots: How trust in seller moderates brand preference and purchase intention.

Sommario/riassunto

As the marketing landscape continues to evolve, posing fresh challenges for both academics and practitioners, this book explores contemporary marketing issues, trends, challenges, and opportunities. Featuring papers presented at the first annual International Conference on Advanced Marketing Practice (ICOAMP) held in Almería, Spain in 2024, this open access book covers a broad range of topics focused analytics, measurements, and methodologies in marketing, health, medical and beauty decision-making; the impact of digital technologies on marketing management; marketing education; marketing oriented to operational data stores (ODS); non-profit marketing; marketing ethics (CSR) and social media, and digital marketing practices, among others. These topics are centered around three pivotal and interrelated themes: disruptions, diversity, and ethics, which are the cornerstones that drive our collective pursuit of understanding their impact on the world of marketing. It is imperative for modern businesses and marketers alike to grasp the intricacies of these factors and their implications. This book provides valuable contributions for marketing researchers and practitioners as well as managers of businesses in a wide range of industries.

2. Record Nr.	UNINA9910955679803321
Autore	Naveh Gila Safran
Titolo	Biblical parables and their modern re-creations : from "Apples of gold in silver settings" to "Imperial messages" // Gila Safran Naveh
Pubbl/distr/stampa	Albany, N.Y., : State University of New York Press, c2000
ISBN	1-4384-1434-X
Edizione	[1st ed.]
Descrizione fisica	1 online resource (315 p.)
Collana	SUNY series on modern Jewish literature and culture
Disciplina	809/.915
Soggetti	Parables - History and criticism Jewish parables - History and criticism Literature, Modern - 20th century - History and criticism
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. 225-283) and index.
Nota di contenuto	<p>""Front Matter""; ""Front Cover""; ""Half Title Page""; ""Title Page""; ""Copyright Page""; ""Table Of Contents""; ""List Of Tables""; ""List Of Figures""; ""ACKNOWLEDGMENTS""; ""INTRODUCTION""; ""Contents""; ""PART I: In Pursuit of Wisdom""; ""CHAPTER 1: The Nature and Structure of Parables""; ""PART II: Apples of Gold""; ""CHAPTER 2: Biblical Parables: The Parable of the Poor Man's Ewe Lamb""; ""CHAPTER 3: Synoptic Gospel Parables: The Parable of the Marriage Feast""; ""CHAPTER 4: Rabbinic Parables: The Parable of the King's Banquet""; ""CHAPTER 5: Chassidic Parables: Two Kinds of Faith""</p> <p>""PART III: Imperial Messages""""CHAPTER 6: Wisdom Lost: Modern Parables""; ""CHAPTER 7: Franz Kafka: An Imperial Message""; ""CHAPTER 8: Jorge Luis Borges: The Parable of Cervantes and The Quixote""; ""CHAPTER 9: Itala Calvina: Cities and Signs""; ""CHAPTER 10: S. Y. Agnon: An Opening to Kaddish""; ""TOWARD A CONCLUSION: ""SOME FABULOUS YONDER""""; ""Back Matter""; ""NOTES""; ""BIBLIOGRAPHY""; ""INDEX""; ""Back Cover""</p>
Sommario/riassunto	Offers a penetrating cross-cultural analysis of the enduring genre of parables, revealing a dramatic social, cultural, and political shift in the way we view the divine. In Biblical Parables and Their Modern Re-creations, Gila Safran Naveh carefully charts the historical transformation of these deceptively simple narratives to reveal fundamental shifts in their form, function, and most significantly, their

readers' cognitive processes. Bringing together for the first time parables from the Scriptures, the synoptic Gospels, Chassidic tales, and medieval philosophy with the mashal, the rabbinic parables commonly used to interpret Scripture, this book brilliantly contrasts the rhetorical strategies of ancient parables with more recent examples of the genre by Kafka, Borges, Calvino, and Agnon. By using an interdisciplinary approach and insights from current semiotic, linguistic, psychoanalytic, and gender theories, Naveh reveals a dramatic social, cultural, and political shift in the way we view the divine. Gila Safran Naveh is Professor of Judaic Studies and Comparative Literature at the University of Cincinnati.
