

1. Record Nr.	UNINA9910954837603321
Titolo	Basic theories of traditional chinese medicine / / chief editors, Zhu Bing and Want Hongcai ; advisor, Cheng Xinnong
Pubbl/distr/stampa	London, : Singing Dragon, 2010
ISBN	9781283906210 128390621X 9780857010209 0857010204
Edizione	[1st ed.]
Descrizione fisica	1 online resource (194 p.)
Collana	International acupuncture textbooks
Altri autori (Persone)	BingZhu HongcaiWant ChengXinnong
Disciplina	610.951 615.530951
Soggetti	Medicine, Chinese
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	Basic Theories of Traditional Chinese Medicine; Introduction; I. The Origin and Development of Traditional Chinese Medicine (TCM); 1. Formation of the theoretical systems of TCM; 2. Written development of the theoretical systems of TCM; II. The Basic Characteristics of TCM; 1. The holistic concept; 2. Treatment based on differentiation of syndromes; Chapter 1 The Theories of Yin-Yang, and the Five Elements; I. The Theory of Yin-Yang; 1. The concept and characteristics of Yin and Yang; 2. Yin-Yang attributes; 3. The basic nature of Yin-Yang; 4. Application of the Theory of Yin-Yang in TCM II. The Theory of the Five Elements1. The basic concept of the Five Elements (Wu Xing); 2. The nature of the Five Elements; 3. Application of the Five Elements in Chinese medicine; Chapter 2 The Theory of the Zang Fu Organs; I. Brief Introduction; 1. The basic concepts of Zang Xiang Theory; 2. Common physiological characteristics of Zang Xiang; 3. The formation of Zang Xiang Theory; 4. The main characteristics of Zang Xiang theory; 5. Differences between 'zang Fu' organs and 'visceral'organs; II. The Five Zang Organs; 1. The Heart; 2. The Lungs; 3.

The Spleen; 4. The Liver; 5. The Kidneys

III. The Six Fu Organs1. The Gallbladder; 2. The Stomach; 3. The Small Intestine; 4. The Large Intestine; 5. The Bladder; 6. The Triple Burner; IV. The Extraordinary Fu Organs; 1. The Brain; 2. The uterus; V. The Relationships among the Zang and Fu Organs; 1. The relationship between the Zang organs; 2. The relationship between the Fu organs; 3. The relationship among Zang Fu organs; Chapter 3 Qi, Blood and Body Fluids; I. Qi; 1. The concept of Qi; 2. The formation of Qi; 3. The physiological functions of Qi; 4. The movements of Qi and the forms of movements

5. The distribution and classification of Qi; II. Blood; 1. The concept of Blood; 2. The formation of Blood; 3. The functions of Blood; 4. The circulation of Blood; III. Body Fluids; 1. The concept of Body Fluids; 2. The formation, distribution and secretion of the Body Fluids; 3. The function of the Body Fluids; IV. The Relationships among Qi, Blood and Body Fluids; 1. The relationship between Qi and Blood; 2. The relationship between Qi and Body Fluids; 3. The relationship between Blood and Body Fluids; Chapter 4 Meridians and Collaterals; I. Brief Introduction; Meridian theory

II. The Concept of the Meridians and Collaterals and Their Composition1. The concept of the meridians and collaterals; 2. The composition of the meridians and collaterals; 3. The functions of the meridians and collaterals; III. The Twelve Main Meridians; 1. The nomenclature of the Twelve Main Meridians; 2. The regulation of the running courses and cyclical flow of Qi; 3. Distribution; 4. The cyclical flow of Qi in the Twelve Main Meridians; 5. Exterior-interior relationships; 6. The courses of the Twelve Main Meridians; IV. The Eight Extra Meridians; 1. Concept; 2. Function

3. The Governor Vessel

Sommario/riassunto

Traditional Chinese medicine has a complex history, yet the basic principles at the heart of practice have remained the same for hundreds of years. Without a solid understanding of these fundamental theories, effective practice is impossible. This book provides a complete introduction to everything that students and practitioners need to know.

2. Record Nr.	UNINA9911007469603321
Autore	Morschett Dirk
Titolo	Strategic International Management : Text and Cases / / by Dirk Morschett, Hanna Schramm-Klein, Joachim Zentes, Benjamin Bader
Pubbl/distr/stampa	Cham : , : Springer Nature Switzerland : , : Imprint : Springer, , 2025
ISBN	3-031-86213-9
Edizione	[4th ed. 2025.]
Descrizione fisica	1 online resource (641 pages)
Altri autori (Persone)	Schramm-KleinHanna ZentesJoachim BaderBenjamin
Disciplina	658.4012 658.4092
Soggetti	Strategic planning Leadership Business Management science Management Business Strategy and Leadership Business and Management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Introduction to Strategic International Management -- External Environment -- International Coordination -- Foreign Operation Modes -- Configuration of Value Chain Activities -- Selected International Business Functions.
Sommario/riassunto	A compact overview of the key concepts and main developments in International Management. Strategy concepts, models and theories of Multinational Corporations and their practical implementation are the core of this book. The authors explore the unique aspects of international value chain activities and business functions, offering a deep understanding of how areas like Production & Sourcing, Research & Development, Marketing, Human Resource Management, and Controlling are managed in international firms. In 25 chapters, each topic is explained with a comprehensive overview, followed by a case

study from a prominent international company to facilitate the understanding and application of the concepts. In this fourth edition, all chapters have been thoroughly updated to include new academic insights and recent developments. New chapters on MNCs from Emerging Markets and on Foreign Divestment have been added. Nearly all case studies have been replaced with new ones; the rest of them have been revised. Despite these updates, the proven core concept of the book remains unchanged. From the fourth edition, Benjamin Bader joins the author team. Contents Introduction to Strategic International Management External Environment International Coordination Foreign Operation Modes Configuration of Value Chain Activities Selected International Business Functions The Authors Dirk Morschett is Professor of International Management at the University of Fribourg, Switzerland. Hanna Schramm-Klein is Professor of Marketing and Retailing at the University of Siegen, Germany. Joachim Zentes is Professor emeritus of Management and Marketing at the Saarland University, Saarbrücken, Germany. Benjamin Bader is Professor of International Human Resource Management at Newcastle University, United Kingdom.
