

1. Record Nr.	UNINA9910790465503321
Autore	Sanders G. Lawrence
Titolo	Developing new products and services [[electronic resource] ] : learning, differentiation, and innovation // G. Lawrence Sanders ; with contributions by Ron Huefner ... [et al.]
Pubbl/distr/stampa	[New York, N.Y.] (222 East 46th Street, New York, NY 10017), : Business Expert Press, c2012
ISBN	1-78268-070-5 1-283-89286-3 1-60649-242-X
Edizione	[1st ed.]
Descrizione fisica	1 online resource (363 p.)
Collana	Marketing research collection
Altri autori (Persone)	HuefnerRonald J
Disciplina	658.575
Soggetti	New products Product differentiation
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	"For PowerPoint slides and other supplemental materials that accompany this book, please visit <a href="http://www.glsanders.wordpress.com">www.glsanders.wordpress.com</a> ."
Nota di bibliografia	Includes bibliographical references (p. 327-335) and index.
Nota di contenuto	Preface -- Acknowledgments -- 1. Understanding entrepreneurship, diffusion, and R&D in the context of monopolistic competition -- 2. Fundamental concepts of product and price differentiation -- 3. Differentiation in action -- 4. The role of dynamic tension in constructing versioning and product differentiation curves -- 5. Examples of product differentiation and versioning curves -- 6. Facilitating creativity and innovation -- 7. Conceptualizing products and services using the FAD template -- 8. Strategic planning approaches for product differentiation and innovation -- 9. The ten-ten planning process: crafting a business story -- 10. Lock-in and revenue growth -- 11. Valuing the business -- 12. Developing a business plan -- 13. Project management for new product and services development -- 14. Re-priming the business using real options concepts -- 15. Wrap-up -- Notes -- References -- Index.
Sommario/riassunto	The focus of the book is on the up-front activities and ideas for new product and service development. A central theme of this book is that there is, or should be, a constant struggle going on in every organization, business, and system between delivering feature-rich

versions of products and services using extravagant engineering and delivering low-cost versions of products and services using frugal engineering. Delivering innovative products is accomplished by an endless cycle of business planning, creative and innovative insight, and learning-about and learning-by-doing activities.

2. Record Nr.	UNINA9911047679203321
Autore	Kirchschlaeger Peter G
Titolo	Human Rights and Religions : Non-State Actors and Their Correlation with Human Rights // by Peter G. Kirchschlaeger
Pubbl/distr/stampa	Cham : , : Springer Nature Switzerland : , : Imprint : Palgrave Macmillan, , 2025
ISBN	9783031944147
Edizione	[1st ed. 2025.]
Descrizione fisica	1 online resource (266 pages)
Collana	Religion and Philosophy Series
Disciplina	201.723
Soggetti	Religion and law Religion and sociology Religion and politics Law and Religion Sociology of Religion Political Science of Religion
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Chapter 1. The contributions of various religious and ideological communities for and against the development of a tradition of human rights -- Chapter 2. Do religious and ideological communities have to respect human rights, protect them and contribute to their realization? -- Chapter 3. Must the state enforce the application of human rights in religious and philosophical communities? -- Chapter 4. How should the corresponding arguments be evaluated from a social-ethical perspective? -- Chapter 5. Adaptation – thinking dialogically about the relationship between religious and ideological communities and human rights -- Chapter 6. Closing remarks.

Offering a critical, comprehensive, and holistic discussion of the validity of human rights inside and outside of religious communities, this book explores the relationship between religious communities, abstract “religion”, and human rights from an ethical perspective. The work also provides a rounded discussion on human rights-obligations and-responsibilities of religious and worldview-based communities as well as of non-state actors in general. Peter G. Kirchsclaeger is Full Professor of Theological Ethics and Director of the Institute of Social Ethics ISE at the University of Lucerne (Switzerland) as well as Visiting Professor at the Chair for Neuronal Learning and Intelligent Systems at ETH Zurich and at the ETH AI Center (Switzerland), Visiting Fellow at the Global Ethic Institute at the University of Tuebingen (Germany), and Research Fellow at the University of the Free State, Bloemfontein (South Africa). Prior, he was Visiting Fellow at Yale University (USA). “With the increased attention being given to the human rights roles and responsibilities of religion and belief communities, actors, and representatives or leaders, it is high time for a deeper consideration of this relationship. This highly welcome study by Peter G. Kirchsclaeger offers precisely such a study. This allows not only for a sober analysis of where this relationship currently stands, but also where it can be headed, and how it can be optimized for greater realization of human rights through the approach of adaptation.” - Professor Dr. Nazila Ghanea, Professor in International Human Rights Law, University of Oxford, UK; UN Special Rapporteur on Freedom of Religion or Belief “Peter G Kirchsclaeger comes to grips with the essential dilemma of Human Rights and Religions. Spiritual and ethical principles help to explain the basic foundations of universal human rights. Yet the practice of religions can undermine equality and human dignity. Harmonizing rights and fundamental obligations is the challenge the author tackles brilliantly.” - The Hon. Michael Kirby AC CMG, Past Justice of the High Court of Australia.

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