

1. Record Nr.	UNINA9911104094503321
Autore	Fairclough Norman <1941->
Titolo	Political discourse analysis : a method for advanced students / / Norman Fairclough and Isabela Fairclough
Pubbl/distr/stampa	Abingdon, Oxon ; ; New York, : Routledge, 2012
ISBN	1-136-49026-4 1-299-69242-7 1-136-49027-2 0-203-13788-4 9780203137888
Edizione	[1st ed.]
Descrizione fisica	1 online resource (x, 266 p.)
Altri autori (Persone)	FaircloughIsabela
Disciplina	401.47 401/.47
Soggetti	Discourse analysis - Political aspects Communication in politics
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 (pages [252]-262) and index.
Nota di contenuto	Political Discourse Analysis A method for advanced students; Copyright; Contents; List of illustrations; Acknowledgements; Introduction; 1 Political discourse analysis and the nature of politics; 2 Practical reasoning: a framework for analysis and evaluation; 3 Critical discourse analysis and analysis of argumentation; 4 The economic crisis in the UK: strategies and arguments; 5 Values as premises in the public debate over bankers' bonuses; 6 Deliberation as genre in the parliamentary debate on university tuition fees; Conclusion; Notes; Bibliography; Index
Sommario/riassunto	In this accessible new textbook, Isabela and Norman Fairclough present their innovative approach to analysing political discourse. Political Discourse Analysis integrates analysis of arguments into critical discourse analysis and political discourse analysis. The book is grounded in a view of politics in which deliberation, decision and action are crucial concepts: politics is about arriving cooperatively at decisions about what to do in the context of disagreement, conflict of interests and values, power inequalities, uncertainty and risk.

2. Record Nr.	UNINA9911098310703321
Autore	Sielhorst Thomas vor der
Titolo	Marketingziel Kundenbindung : die Kundenkarte im Einzelhandel / / Thomas vor der Sielhorst
Pubbl/distr/stampa	Hamburg, : IGEL Verlag, 2009
ISBN	3-86815-397-7
Edizione	[1. Aufl.]
Descrizione fisica	1 online resource (85 p.)
Disciplina	658.8 658.804
Soggetti	Customer loyalty Consumer satisfaction Customer relations
Lingua di pubblicazione	Tedesco
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Diplom-Kaufmann (FH) Thomas vor der Sielhorst: Marketingziel Kundenbindung: Die Kundenkarte im Einzelhandel; Inhaltsverzeichnis; 1 Einleitung; 2 Ausgangssituation - Markt , Marketing und Kundenbindung im Wandel; 3 Kunden und Kundenbindung im Einzelhandel; 4 Kundenkarten; 5 Analysen im Kunden- bindings- management; 6 Ausblick; Anhang; Quellenverzeichnis
Sommario/riassunto	Der Wandel des unternehmerischen Umfeldes durch gesättigte Märkte, verstärkten Wettbewerb, Austauschbarkeit von Produkten und Leistungen, erhöhte Sparneigung und Kaufzurückhaltung der Konsumenten hat es erforderlich gemacht, durch gezielte Maßnahmen zu versuchen, dieser Entwicklung entgegenzuwirken. Als eine Möglichkeit der verbesserten Kundenbindung hat sich im Konsumgüterbereich des Handels dabei die Einführung einer Kundenkarte als Schwerpunkt der Kundenbindung herauskristallisiert. Der Autor erläutert in dieser Arbeit die Zusammenhänge zwischen Kundenzufriedenheit und Kundenbindung sowie d

3. Record Nr.	UNINA9911147602203321
Titolo	The expanding roles of Chinese Americans in U.S.-China relations : transnational networks and trans-Pacific interactions // Peter H. Koehn and Xiao-huang Yin, editors
Pubbl/distr/stampa	London ; ; New York : , : Routledge, , 2015
ISBN	1-317-45694-7 0-7656-0950-9 1-315-69980-X 1-317-45695-5 9781315699806
Descrizione fisica	1 online resource (352 p.)
Collana	East Gate Book
Altri autori (Persone)	KoehnPeter H YinXiao-huang
Disciplina	305.895/1073 305.8951073
Soggetti	Chinese Americans United States Relations China China Relations United States
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	"An East Gate Book." First published 2002 by M.E. Sharpe.
Nota di contenuto	pt. 1. The Chinese American presence : impact and implications -- pt. 2. Contemporary activism : changing orientations and participation in shaping U.S. policy toward China -- pt. 3. Expanding networks and prospects for transnational cooperation.
Sommario/riassunto	This book addresses the historical and contemporary involvement of Chinese Americans from diverse walks of life in U.S.-China relations. The contributors present new evidence and fresh perspectives on familiar and unfamiliar national and transnational networks - including families, businesspersons, community newspapers, students, lobbyists, philanthropists, and scientists - and consider the likely future impact of such contacts on the most important bilateral relationship at the start of the new millennium. The volume makes a multidisciplinary

