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| 1. Record Nr. | UNIORUON00295238 |
| Autore | WIRNT : von Gravenberc |
| Titolo | Wigalois : der Ritter mit dem Rade. 1.: Text / von Wirnt von Gravenberc ; herausgegeben von J.M.N. Kapteyn |
| Pubbl/distr/stampa | Bonn, : Klopp, 1926 |
| Descrizione fisica | IX, 506 p. ; 22 cm. |
| Disciplina | 831.2 |
| Lingua di pubblicazione | Tedesco |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |
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- | | |
|-------------------------|---|
| 2. Record Nr. | UNINA9910953386403321 |
| Autore | Laird Pamela Walker <1947-> |
| Titolo | Pull : networking and success since Benjamin Franklin / / Pamela Walker Laird |
| Pubbl/distr/stampa | Cambridge, Mass., : Harvard University Press, 2006 |
| ISBN | 9780674039872
0674039874 |
| Edizione | [1st ed.] |
| Descrizione fisica | xiv, 439 p. : ill |
| Collana | Harvard studies in business history ; ; 48 |
| Disciplina | 658 |
| Soggetti | Business networks - United States - History
Success in business - United States - History
Businesspeople - United States - History
Social networks - United States - History
Social capital (Sociology) - United States |
| Lingua di pubblicazione | Inglese |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |
| Nota di bibliografia | Includes bibliographical references (p. 341-420) and index. |
| Nota di contenuto | Frontmatter -- Contents -- Illustrations -- Acknowledgments -- INTRODUCTION Connections at Work -- CHAPTER 1 Social Capital and |

the Mechanisms of Success -- CHAPTER 2 Organizing and Synthesizing Social Capital -- CHAPTER 3 Social Rungs on Corporate Ladders -- CHAPTER 4 Contacts and Buffers -- CHAPTER 5 The Business of Integration -- CHAPTER 6 Strangers on the Ladder -- CHAPTER 7 Uncovering the Power of Pull -- CHAPTER 8 Social Tools for Self-Help -- Notes -- Index

Sommario/riassunto

Redefining the way we view business success, Pamela Laird demolishes the popular American self-made story as she exposes the social dynamics that navigate some people toward opportunity and steer others away. Who gets invited into the networks of business opportunity? What does an unacceptable candidate lack? The answer is social capital--all those social assets that attract respect, generate confidence, evoke affection, and invite loyalty. In retelling success stories from Benjamin Franklin to Andrew Carnegie to Bill Gates, Laird goes beyond personality, upbringing, and social skills to reveal the critical common key--access to circles that control and distribute opportunity and information. She explains how civil rights activism and feminism in the 1960s and 1970s helped demonstrate that personnel practices violated principles of equal opportunity. She evaluates what social privilege actually contributes to business success, and analyzes the balance between individual characteristics--effort, innovation, talent--and social factors such as race, gender, class, and connections. In contrasting how Americans have prospered--or not--with how we have talked about prospering, Laird offers rich insights into how business really operates and where its workings fit within American culture. From new perspectives on entrepreneurial achievement to the role of affirmative action and the operation of modern corporate personnel systems, Pull shows that business is a profoundly social process, and that no one can succeed alone.
