

1.	Record Nr.	UNISA990001228690203316
	Titolo	Vol.5 : L'Archivio storico comunale ; indice a cura di Rita Taglè
	Pubbl/distr/stampa	Cava de' Tirreni, : Avagliano, 1986
	Descrizione fisica	103 p. : ill. ; 24 cm.
	Disciplina	945.743
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	Livello bibliografico	Monografia
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	ISBN	1-135-60923-3 1-282-32672-4 9786612326721 1-4106-1556-1
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	Altri autori (Persone)	LampelJoseph ShamsieJamal LantTheresa K
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Note generali	Papers from a conference organized at the Stern School of Business of New York University in May 1997.
Nota di bibliografia	Includes bibliographical references and indexes.
Nota di contenuto	Contents; Foreword; Preface; Introduction; Part I: The Process of Value Creation; Part II: The Challenge of Positioning; Part III: The Nature of Markets; Part IV: The Role of Technology; Part V: The Impact of Globalization; Conclusions; Author Index; Subject Index
Sommario/riassunto	The business of culture is the business of designing, producing, distributing, and marketing cultural products. Even though it gives employment to millions, and is the main business of many large and small organizations, it is an area that is rarely studied from a strategic management perspective. This book addresses this void by examining a wide range of cultural industries--motion pictures, television, music, radio, and videogames--from such a perspective. The articles included in this book will be helpful to individuals who seek a better understanding of organizations and strategies in the