

# Beyond Marketing La Lezione DellAsia

**Countries, Peoples & Cultures** Michael Shally-Jensen 2015

Each country profile contains 10 categories of information-- General information, Environment & geography, Customs & courtesies, Lifestyle, Cultural history, Culture, Society, Social development, Government, and Economy. Each volume also contains the same appendices: Appendix 1 describes the 21 types of governments found around the world, and Appendix 2 describes 10 of the world's major religions. -- Publisher description

The World Since 1945 P. M. H. Bell 2016-11-03 A masterly synthesis of the history of the contemporary world, *The World Since 1945* offers the ideal introduction to the events of the period between the end of the Second World War and the present day. P. M. H. Bell and Mark Gilbert balance a clear narrative with in-depth analysis to guide the reader through the aftermath of the Second World War, the Cold War, decolonization, Détente and the Arab-Israeli Conflict, up to the on-going ethnic strife and political instability of the 21st century. The new edition has been thoroughly revised to fully reflect developments in the history and historiography of the post-war world, and features five new chapters on the post-Cold War world, covering topics including: - The rise and fall of American hegemony - The decline of Europe - The rise of Asia - Political Islam as a global force - The role of human rights *The World Since 1945* challenges us to better understand what happened and why in the post-war period and shows the ways in which the past continues to exercise a profound influence on the present. It is essential reading for any student of contemporary history.

*Videostrategy* Andrea Stagnitto 2023-10-26T00:00:00+02:00  
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The Status of the Translation Profession in the European Union

Anthony Pym 2014-12-01 Based on thorough and extensive research, this book examines in detail traditional status signals in the translation profession. It provides case studies of eight European and non-European countries, with further chapters on sociological and economic modelling, and goes on to identify a number of policy options and make recommendations on rectifying problem areas.

**The Changing Landscape of China S Consumerism** Alison

Hulme 2017-11-13 Consumerism in China has developed rapidly.

"The Changing Landscape of China's Consumerism" looks at the growth of consumerism in China from both a socio-economic and a political/cultural angle. It examines changing trends in consumption in China as well as the impact of these trends on society, and the politics and culture surrounding them. It examines the ways in which, despite needing to "unlock" the

spending power of the rural provinces, the Chinese authorities are also keen to maintain certain attitudes towards the Communist Party and socialism "with Chinese Characteristics."

Overall, it aims to show that consumerism in China today is both an economic and political phenomenon and one which requires

both surrounding political culture and economic trends for its continued establishment. The ways in which this dual relationship both supports and battles with itself are explored through

apposite case studies including the use of New Confucianism in the market context, the commodification of Lei Feng, the new Chinese tourist as a diplomatic tool in consumption, the popularity of Shanzhai (fake product) culture, and the conspicuous consumption of China's new middle class. Provides

innovative interdisciplinary research, useful to cultural studies, sociology, Chinese studies, and politicsExamines changes in

consumerism from multiple perspectivesAllows both micro and

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macro insights into consumerism in China by providing specific case studies, while placing these within the context of geo-politics and grand theory

Bergsonism Gilles Deleuze 1988-03 In this analysis of one major philosopher by another, Gilles Deleuze identifies three pivotal concepts - duration, memory, and *lan vital* - that are found throughout Bergson's writings and shows the relevance of Bergson's work to contemporary philosophical debates. He interprets and integrates these themes into a single philosophical program, arguing that Bergson's philosophical intentions are methodological. They are more than a polemic against the limitations of science and common sense, particularly in Bergson's elaboration of the explanatory powers of the notion of duration - thinking in terms of time rather than space.

Visualising Facebook Daniel Miller 2017-03-07 Since the growth of social media, human communication has become much more visual. This book presents a scholarly analysis of the images people post on a regular basis to Facebook. By including hundreds of examples, readers can see for themselves the differences between postings from a village north of London, and those from a small town in Trinidad. Why do women respond so differently to becoming a mother in England from the way they do in Trinidad? How are values such as carnival and suburbia expressed visually? Based on an examination of over 20,000 images, the authors argue that phenomena such as selfies and memes must be analysed in their local context. The book aims to highlight the importance of visual images today in patrolling and controlling the moral values of populations, and explores the changing role of photography from that of recording and representation, to that of communication, where an image not only documents an experience but also enhances it, making the moment itself more exciting.

**Networked** Lee Rainie 2014-02-14 How social networks, the personalized Internet, and always-on mobile connectivity are

transforming—and expanding—social life. Daily life is connected life, its rhythms driven by endless email pings and responses, the chimes and beeps of continually arriving text messages, tweets and retweets, Facebook updates, pictures and videos to post and discuss. Our perpetual connectedness gives us endless opportunities to be part of the give-and-take of networking. Some worry that this new environment makes us isolated and lonely. But in *Networked*, Lee Rainie and Barry Wellman show how the large, loosely knit social circles of networked individuals expand opportunities for learning, problem solving, decision making, and personal interaction. The new social operating system of “networked individualism” liberates us from the restrictions of tightly knit groups; it also requires us to develop networking skills and strategies, work on maintaining ties, and balance multiple overlapping networks. Rainie and Wellman outline the “triple revolution” that has brought on this transformation: the rise of social networking, the capacity of the Internet to empower individuals, and the always-on connectivity of mobile devices. Drawing on extensive evidence, they examine how the move to networked individualism has expanded personal relationships beyond households and neighborhoods; transformed work into less hierarchical, more team-driven enterprises; encouraged individuals to create and share content; and changed the way people obtain information. Rainie and Wellman guide us through the challenges and opportunities of living in the evolving world of networked individuals.

**Altai** Wu Ming 2014-02-04 When a fire rips through the Venetian Arsenal in 1569, the enigmatic Emanuele De Zante, spy-catcher and secret agent, is betrayed by his lover, imprisoned, and accused of treason. Given the chance to escape, he embarks on a trans-European odyssey that will test his loyalty and force him to question even his own identity. Through a series of deadly political games leading all the way to the Sultan’s palace in Constantinople, De Zante and his companions spiral headfirst

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toward a conflict in which the great empires of the Republic of Venice and the Ottomans threaten the very foundations of civilization.

Feminism in Modern Japan Vera Mackie 2003-02-26 Feminism in Modern Japan is an original and path-breaking book which traces the history of feminist thought and women's activism in Japan from the late nineteenth century to the present. The author offers a fascinating account of those who struck out against convention in the dissemination of ideas which challenged accepted notions of thinking about women, men and society generally. Feminist activism took diverse forms as women questioned their roles as subjects of the Emperor, or explored the limits of citizenship under the more liberal post-war constitution. The story is brought to life through translated extracts of the writings of Japanese feminists. This cogent, carefully documented analysis will be welcomed by students from a range of disciplines including those working on gender studies and feminist history, where nothing comparable is currently available.

**Beyond marketing. La lezione dell'Asia** Alfonso Emanuele De León 2017

**Germaine Dulac** Tami Williams 2014-06-15 Best known for directing the Impressionist classic *The Smiling Madame Beudet* and the first Surrealist film *The Seashell and the Clergyman*, Germaine Dulac, feminist and pioneer of 1920s French avant-garde cinema, made close to thirty fiction films as well as numerous documentaries and newsreels. Through her filmmaking, writing, and cine-club activism, Dulac's passionate defense of the cinema as a lyrical art and social practice had a major influence on twentieth century film history and theory. In *Germaine Dulac: A Cinema of Sensations*, Tami Williams makes unprecedented use of the filmmaker's personal papers, production files, and archival film prints to produce the first full-length historical study and critical biography of Dulac. Williams's analysis explores the artistic and sociopolitical currents that

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shaped Dulac's approach to cinema while interrogating the ground breaking techniques and strategies she used to critique conservative notions of gender and sexuality. Moving beyond the director's work of the 1920s, Williams examines Dulac's largely ignored 1930s documentaries and newsreels establishing clear links with the more experimental impressionist and abstract works of her early period. This vivid portrait will be of interest to general readers, as well as to scholars of cinema and visual culture, performance, French history, women's studies, queer cinema, in addition to studies of narrative avant-garde, experimental, and documentary film history and theory.

*Reconceptualizing the Industrial Revolution* Jeff Horn 2010-10-29

Closely linked essays examine distinctive national patterns of industrialization. This collection of essays offers new perspectives on the Industrial Revolution as a global phenomenon. The fifteen contributors go beyond the longstanding view of industrialization as a linear process marked by discrete stages. Instead, they examine a lengthy and creative period in the history of industrialization, 1750 to 1914, reassessing the nature of and explanations for England's industrial primacy, and comparing significant industrial developments in countries ranging from China to Brazil. Each chapter explores a distinctive national production ecology, a complex blend of natural resources, demographic pressures, cultural impulses, technological assets, and commercial practices. At the same time, the chapters also reveal the portability of skilled workers and the permeability of political borders. The Industrial Revolution comes to life in discussions of British eagerness for stylish, middle-class products; the Enlightenment's contribution to European industrial growth; early America's incremental (rather than revolutionary) industrialization; the complex connections between Czarist and Stalinist periods of industrial change in Russia; Japan's late and rapid turn to mechanized production; and Brazil's industrial-financial boom. By exploring unique national patterns of

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industrialization as well as reciprocal exchanges and furtive borrowing among these states, the book refreshes the discussion of early industrial transformations and raises issues still relevant in today's era of globalization.

**Genealogies of Legal Vision** Peter Goodrich 2015-06-05 It was the classical task of legal rhetoric to make law both seen and understood. These conjoint goals came to be separated and opposed in modernity and a degree of blindness ensued. Legal reason was increasingly deemed to be a purely textual enterprise. Against this constraint and in furtherance of an incipient visual turn in legal studies, *Genealogies of Legal Vision* seeks to revive the classical *ars iuris* and to this end traces the history of regimes of visual control. Law always relied in significant measure upon the use of visual representations, upon pictures, architecture, costume and statuary to convey authority and sovereign norm. Military, religious, administrative and legal insignia found juridical codification and expression in collections of signs of office, in heraldic codes, in genealogical devices, and then finally in the juridical invention in the mid-sixteenth century of the legal emblem book. *Genealogies of Legal Vision* traces the complex lineage of the legal emblem and argues that the *mens emblematica* of the humanist lawyers was the inauguration of a visiocentric regime that continues into the multiple new technologies and novel media of contemporary governance.

Bringing together leading experts on the history and art of legal emblems this collection provides a ground-breaking account of the long relationship between visibility, meaning and normativity.

**The Green Marketing Manifesto** John Grant 2009-08-11 We are currently eating, sleeping and breathing a new found religion of everything 'green'. At the very heart of responsibility is industry and commerce, with everyone now racing to create their 'environmental' business strategy. In line with this awareness, there is much discussion about the 'green marketing opportunity' as a means of jumping on this bandwagon. We need to find a

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sustainable marketing that actually delivers on green objectives, not green theming. Marketers need to give up the many strategies and approaches that made sense in pure commercial terms but which are unsustainable. True green marketing must go beyond the ad models where everything is another excuse to make a brand look good; we need a green marketing that does good. The Green Marketing Manifesto provides a roadmap on how to organize green marketing effectively and sustainably. It offers a fresh start for green marketing, one that provides a practical and ingenious approach. The book offers many examples from companies and brands who are making headway in this difficult arena, such as Marks & Spencer, Sky, Virgin, Toyota, Tesco, O2 to give an indication of the potential of this route. John Grant creates a 'Green Matrix' as a tool for examining current practice and the practice that the future needs to embrace. This book is intended to assist marketers, by means of clear and practical guidance, through a complex transition towards meaningful green marketing. Includes a foreword by Jonathon Porritt.

*Brand Voice* Alberto Maestri 2023-02-01T00:00:00+01:00 270.20

**Beyond marketing** Alfonso Emanuele de Leon

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*Religion and Media in China* Stefania Travagnin 2016-11-10 This volume focuses on the intersection of religion and media in China, bringing interdisciplinary approaches to bear on the role of religion in the lives of individuals and greater shifts within Chinese society in an increasingly media-saturated environment. With case studies focusing on Mainland China (including Tibet), Hong Kong and Taiwan, as well as diasporic Chinese communities outside Asia, contributors consider topics including the historical and ideological roots of media representations of religion, expressions of religious faith online and in social media, state intervention (through both censorship and propaganda), religious institutions' and communities' use of various forms of media, and

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the role of the media in relations between online/offline and local/diaspora communities. Chapters engage with the major religious traditions practiced in contemporary China, namely Buddhism, Daoism, Confucianism, Christianity, Islam, and new religious movements. *Religion and the Media in China* serves as a critical survey of case studies and suggests theoretical and methodological tools for a thorough and systematic study of religion in modern China. Contributors to the volume include historians of religion, sinologists, sociologists, political scientists, anthropologists, and media and communication scholars. The critical theories that contributors develop around key concepts in religion—such as authority, community, church, ethics, pilgrimage, ritual, text, and practice—contribute to advancing the emerging field of religion and media studies.

**Innovation and Employment** Charles Edquist 2001-01-01 This book is an important addition to what can be broadly referred to as the national systems of innovation (NSI) approach. The particular contribution of the book is in the examination of the employment effects of innovation, something only indirectly considered hitherto. . . It is a thorough integration of existing knowledge on the key employment implications of innovation. . . Rachel Parker, *Labour and Industry* This is a highly readable, non-technical book . . . a highly clear and well-argued book that should be useful for policymakers and higher education alike. It brings together much of the most recent and useful literature in the area of innovation, employment and related public policy. It is an opportune addition to the existing documentation on the subject. *Journal of Economics / Zeitschrift für Nationalökonomie* Which kinds of growth lead to increased employment and which do not? This is one of the questions that this important volume attempts to answer. The book explores the complex relationships between innovation, growth and employment that are vital for both research into, and policy for, the creation of jobs. Politicians claiming that more rapid growth would remedy unemployment do

not usually specify what kind of growth is meant. Is it, for example, economic (GDP) or productivity growth? Growing concern over jobless growth requires both policymakers and researchers to make such distinctions, and to clarify their employment implications. The authors initially address their theoretical approach to, and conceptualization of, innovation and employment, where the distinction between process and product innovations and between high-tech and low-tech goods and services are central. They go on to address the relationship between innovation and employment, using empirical material to analyse the effects that different kinds of innovations have upon job creation and destruction. Finally, the volume summarizes the findings and addresses conclusions as well as policy implications. This book will be of great interest to those involved in research and policy in the fields of macroeconomics (economic growth and employment), industrial economics and innovation.

**Plan B 3.0: Mobilizing to Save Civilization** Lester R. Brown 2008 Provides alternative solutions to such global problems as population control, emerging water shortages, eroding soil, and global warming, outlining a detailed survival strategy for the civilization of the future.

*Identity in Crossroad Civilisations* Erich Kolig 2009 Deze bundel gaat over de vorming van identiteit door het samenspel van etniciteit, nationalisme en de effecten van globalisering. De essays in *Crossroad Civilisations: Ethnicity, Nationalism and Globalism in Asia* maken de gelaagdheid en de complexiteit hiervan duidelijk.

*Ancient Nets and Fishing Gear* Tønnes Bekker-Nielsen 2010 The fishing technology of the Classical world has so far received little systematic attention, neither from historians nor from archaeologists. In this volume, the reader will find a series of studies offering a wide range of approaches to the topic of ancient fishing technology, based on detailed studies of the available literary, archaeological, pictorial and ichthyological

evidence as well as on diachronic comparisons with fishing techniques of the Early Medieval and Modern periods. The articles included in the present volume are based on the authors' presentations at an international, interdisciplinary workshop in Cadiz, covering the history of fishing from Pre-history to the present day, with a special emphasis on the Roman period.

The European World 1500-1800 Beat Kümin 2014-01-10 The European World 1500-1800 provides a concise and authoritative textbook for the centuries between the Renaissance and the French Revolution. It presents early modern Europe not as a mere transitional phase, but a dynamic period worth studying in its own right. Written by an experienced team of specialists, and derived from a perennially successful undergraduate course, it offers a student-friendly introduction to all major themes and processes of early modern history. Structured in four parts dealing with socio-economic, religious, cultural and political issues, it adopts a deliberately broad geographical perspective: Western and Central Europe receive particular attention, but dedicated chapters also explore the wider global context. For this thoroughly revised and improved second edition, the authors have added three new chapters on 'Politics and Government', 'Impact of War' and 'Revolution' Specially designed to assist learning, The European World 1500-1800 features: state-of-the-art surveys of key topics written by an international team of historians suggestions for seminar discussion and further reading extracts from primary sources and generous illustrations, including maps a glossary of key terms and concepts a chronology of major events a full index of persons, places and subjects a fully-featured companion website, enhanced for this new edition The European World 1500-1800 will be essential reading for all students embarking on the discovery of the early modern period.

**Globalizing Innovation** Patrick J.W. Egan 2018-01-12 The impact of host country institutions and policy on innovation by multinational firms in emerging economies. In the past,

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multinational firms have looked to developing countries as sources of raw materials, markets, or production efficiencies, but rarely as locations for innovation. Today, however, R&D facilities and other indicators of multinational-linked innovation are becoming more common in emerging economies. In this book, Patrick Egan investigates patterns of inward foreign direct investment (FDI) in developing countries, considering the impact of host country institutions and policy on the innovative activities undertaken by multinational firms. He examines the uneven spread of innovation-intensive foreign direct investment and emerging sectoral distributions, then develops a number of arguments about the determinants of multinational innovation in developing countries. Firms are attracted by a country's supply of skilled labor and are often eager to innovate close to new markets; but, Egan finds, host country institutions and the configuration of the host country's investment policies have a strong impact on firm decisions and evolving country investment profiles. Egan uses econometric analysis to identify determinants of multinational innovation, and examines differences among state institutions as a key variable. He then offers a detailed case study, assessing Ireland's attempts to use foreign direct investment in innovation as a catalyst for development. While FDI is a potential vehicle for industrial upgrading, Egan cautions, it is neither necessary nor sufficient for development. Furthermore, innovation-intensive investments are not likely to develop linkages with local actors or otherwise embed themselves in host economies in the absence of active, discriminating policies channeled through coherent and coordinated institutions.

**CLIL** Do Coyle 2010-04-01 CLIL (Content and Language Integrated Learning) has emerged since the millennium as a major trend in education. Written by Do Coyle, Philip Hood and David Marsh and drawing on their experience of CLIL in secondary schools, primary schools and English language schools across Europe, this book gives a comprehensive overview of CLIL.

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It summarises the theory which underpins the teaching of a content subject through another language and discusses its practical application, outlining the key directions for the development of research and practice. This book acknowledges the uncertainty many teachers feel about CLIL, because of the requirement for both language and subject knowledge, while providing theoretical and practical routes towards successful practice for all.

*Can Theory Help Translators?* Andrew Chesterman 2014-07-16

*Can Theory Help Translators?* is a dialogue between a theoretical scholar and a professional translator, about the usefulness (if any) of translation theory. The authors argue about the problem of the translator's identity, the history of the translator's role, the translator's visibility, translation types and strategies, translation quality, ethics and translation aids.

*Indian Administration of Lord William Bentinck* Sipra Mukherjee 1994

Manitwana Wu Ming 2010-06-14 1775—The conflict between the British Empire and the American colonies erupts in all-out war. Rebels and loyalists to the British Crown compete for an alliance with the Six Nations of the Iroquois, the most powerful Indian confederation, boasting a constitution hundreds of years old. In the Mohawk River Valley, Native Americans and colonists have co-existed for generations. But as the thunder of war approaches and the United States struggles violently into existence, old bonds are broken, friends and families are split by betrayal, and this mixed community is riven by hatred and resentment. To save his threatened world, the Mohawk war chief Joseph Brant sets off in a restless journey that will take him from New York to the salons of Georgian London at the heart of the British Empire.

**Digital Anthropology** Heather A. Horst 2013-08-01

Anthropology has two main tasks: to understand what it is to be human and to examine how humanity is manifested differently in the diversity of culture. These tasks have gained new impetus

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from the extraordinary rise of the digital. This book brings together several key anthropologists working with digital culture to demonstrate just how productive an anthropological approach to the digital has already become. Through a range of case studies from Facebook to Second Life to Google Earth, Digital Anthropology explores how human and digital can be defined in relation to one another, from avatars and disability; cultural differences in how we use social networking sites or practise religion; the practical consequences of the digital for politics, museums, design, space and development to new online world and gaming communities. The book also explores the moral universe of the digital, from new anxieties to open-source ideals. Digital Anthropology reveals how only the intense scrutiny of ethnography can overturn assumptions about the impact of digital culture and reveal its profound consequences for everyday life. Combining the clarity of a textbook with an engaging style which conveys a passion for these new frontiers of enquiry, this book is essential reading for students and scholars of anthropology, media studies, communication studies, cultural studies and sociology.

*18th European Conference on Knowledge Management (ECKM 2017) Academic Conferences and Publishing Limited 2017*

The Silk Industry of Renaissance Venice Luca Molà 2003-04-01

How 16th century Venetian silk manufacturers met the challenge of demand for lighter and cheaper fabric. The manufacture of luxury textiles, such as silk, was central to an Italian Renaissance economy based on status and conspicuous consumption. From the rapidly changing fashions that drove demand to the jobs created for craftsmen, weavers, and merchants, the wealth and prestige associated with silk throughout Europe made it Italy's leading export industry. In this important book, Luca Molà examines the silk industry in Renaissance Venice amid changing markets, suppliers, producers, and government regulations. Drawing on archival research and a vast amount of European scholarship,

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Molà documents the innovations Venetians made in manufacturing and marketing to spur the silk industry. He uncovers the alliance between manufacturers and government to promote the industry in a changing international economic environment. Through flexible laws, quality was regulated to meet the varying requirements of an increasing range of customers. Molà also analyzes state policy that favored the development and organization of silk producers throughout the Terraferma. His findings contribute in an important way to the ongoing scholarly assessment of Venice's place in the economy of the Renaissance and the Mediterranean world.

**Tantric Studies** Dominic Goodall 2016

*If the Sun Dies* Oriana Fallaci 1966

Hallyu 2.0 Sangjoon Lee 2015-06 The first scholarly volume to investigate the impact of social media and other communication technologies on the global dissemination of the Korean Wave

*The Material Renaissance* Michelle O'Malley 2010-06-15 Despite the recent interests of economic and art historians in the workings of the market, we still know remarkably little about the everyday context for the exchange of objects and the meaning of demand in the lives of individuals in the Renaissance. Nor do we have much sense of the relationship between the creation and purchase of works of art and the production, buying and selling of other types of objects in Italy in the period. The Material Renaissance addresses these issues of economic and social life. It develops the analysis of demand, supply and exchange first proposed by Richard Goldthwaite in his ground-breaking *Wealth and the Demand for Art in Renaissance Italy*, and expands our understanding of the particularities of exchange in this consumer-led period. Considering food, clothing and every-day furnishings, as well as books, goldsmiths' work, altarpieces and other luxury goods, the book draws on contemporary archival material to explore pricing, to investigate production from the point of view of demand, and to look at networks of exchange that relied not

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only on money but also on credit, payment in kind and gift giving. The Material Renaissance establishes the dynamic social character of exchange. It demonstrates that the cost of goods, including the price of the most basic items, was largely contingent upon on the relationship between buyer and seller, shows that communities actively sought new goods and novel means of production long before Colbert encouraged such industrial enterprise in France and reveals the wide ownership of objects, even among the economically disadvantaged.

Chinese Discourses on Happiness Gerda Wielander 2018-11-01  
Happiness is on China's agenda. From Xi Jinping's "Chinese Dream" to online chat forums, the conspicuous references to happiness are hard to miss. This groundbreaking volume analyzes how different social groups make use of the concept and shows how closely official discourses on happiness are intertwined with popular sentiments. The Chinese Communist Party's attempts to define happiness and well-being around family-focused Han Chinese cultural traditions clearly strike a chord with the wider population. The collection highlights the links connecting the ideologies promoted by the government and the way they inform, and are in turn informed by, various deliberations and feelings circulating in the society. Contributors analyze the government's "happiness maximization strategies," including public service advertising campaigns, Confucian and Daoist-inflected discourses adapted for the self-help market, and the promotion of positive psychology as well as "happy housewives." They also discuss forces countering the hegemonic discourse: different forms of happiness in the LGBTQ community, teachings of Tibetan Buddhism that subvert the material culture propagated by the government, and the cynical messages in online novels that expose the fictitious nature of propaganda. Collectively, the authors bring out contemporary Chinese voices engaging with different philosophies, practices, and idealistic imaginings on what it means to be happy. "This distinctive volume creates

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sustained dialogues around a substantive debate. Rejecting the conventional contrasts between China and the West, and yet deeply immersed in sinophone media, the authors understand Chinese discourse on happiness as multiple but interconnected conversations within a globally shared production of knowledge. Equally concerned with text and image, they exhibit an ethnographic eye as sharp as any orthodox ethnography.”

—Deborah Davis, Yale University “Wielander and Hird have put together a superbly researched and thoughtfully written set of essays on the multiple ways in which that most elusive of all states—happiness—is understood and pursued in contemporary China. A volume that should become required reading for all interested in Chinese society today.” —Julia C. Strauss, SOAS,

University of London “Chinese Discourses on Happiness is a timely new collection of essays edited by two sinologists based in Britain, Gerda Wielander and Derek Hird. It explores how China’s propaganda machine devotes extraordinary efforts to promoting the idea that the Chinese people enjoy good and meaningful lives under Communism—precisely because economic growth alone does a poor job of generating happiness.” —The Economist

**Judging a Book by Its Cover** Nickianne Moody 2016-12-05 How do books attract their readers? This collection takes a closer look at book covers and their role in promoting sales and shaping readers' responses. Judging a Book by Its Cover brings together leading scholars, many with experience in the publishing industry, who examine the marketing of popular fiction across the twentieth century and beyond. Using case studies, and grounding their discussions historically and methodologically, the contributors address key themes in contemporary media, literary, publishing, and business studies related to globalisation, the correlation between text and image, identity politics, and reader reception. Topics include book covers and the internet bookstore; the links between books, the music industry, and film; literary prizes and the selling of books; subcultures and sales of young

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adult fiction; the cover as a signifier of literary value; and the marketing of ethnicity and lesbian pulp fiction. This exciting collection opens a new field of enquiry for scholars of book history, literature, media and communication studies, marketing, and cultural studies.

**Empires of the Sea** Roger Crowley 2009-05-12 In 1521, Suleiman the Magnificent, Muslim ruler of the Ottoman Empire, dispatched an invasion fleet to the Christian island of Rhodes. This would prove to be the opening shot in an epic clash between rival empires and faiths for control of the Mediterranean and the center of the world. In *Empires of the Sea*, acclaimed historian Roger Crowley has written a thrilling account of this brutal decades-long battle between Christendom and Islam for the soul of Europe, a fast-paced tale of spiraling intensity that ranges from Istanbul to the Gates of Gibraltar. Crowley conjures up a wild cast of pirates, crusaders, and religious warriors struggling for supremacy and survival in a tale of slavery and galley warfare, desperate bravery and utter brutality. *Empires of the Sea* is a story of extraordinary color and incident, and provides a crucial context for our own clash of civilizations.

**The Modern Firm** John Roberts 2007-09-06 Business firms around the world are experimenting with new organizational designs, changing their formal architectures, their routines and processes, and their corporate cultures as they seek to improve their current performance and their growth prospects. In the process they are changing the scope of their business operations, redrawing their organization charts, redefining the allocation of decision-making authority and responsibility, revamping the mechanisms for motivating and rewarding people, reconsidering which activities to conduct in-house and which to out-source, redesigning their information systems, and seeking to alter the shared beliefs, values and norms that their people hold. In this book, John Roberts argues that there are predictable, necessary relationships among these changes that will improve performance

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and growth. The organizations that are successful will establish patterns of fit among the elements of their organizational designs, their competitive strategies and the external environment in which they operate and will go about this in a holistic manner. The Modern Firm develops powerful conceptual frameworks for analyzing the interrelations between organizational design features, competitive strategy and the business environment. Written in a non-technical language, the book is nevertheless based on rigorous modeling and draws on numerous examples from eighteenth century fur trading companies to such modern firms such as BP and Nokia. Finally the book explores why these developments are happening now, pointing to the increase in global competition and changes in technology. Written by one of the world's leading economists and experts on business strategy and organization, The Modern Firm provides new insights into the changes going on in business today and will be of interest to academics, students and managers alike.

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Governments also need to ensure that firms pay their fair share of taxes, in part to fund this new social contract. The 2019 World Development Report presents an analysis of these issues based upon the available evidence.

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