

Free ebook Contextual pricing the death of list price and the new market reality [PDF]

transformations of strategic alliances in emerging markets volume i deals with changes in strategic alliances in the complex settings of european emerging markets it includes 40 years worth of data in its in depth study of the changes in education networks work performance and environmental factors in european transition region the current shift in demographics aging and shrinking populations in many countries around the world presents a major challenge to companies and societies alike one particularly essential implication is the emergence and constant growth of the so called graying market or silver market the market segment more or less broadly defined as those people aged 50 and older increasing in number and share of the total population while at the same time being relatively well off this market segment can be seen as very attractive and promising although still very underdeveloped in terms of product and service offerings this book offers a thorough and up to date analysis of the challenges and opportunities in leveraging innovation technology product development and marketing for older consumers and employees key lessons are drawn from a variety of industries and countries including the lead market japan financial markets have often been seen by economists as efficient mechanisms that fulfill vital functions within economies but do financial markets really operate in such a straightforward manner the sociology of financial markets approaches financial markets from a sociological perspective it seeks to provide an adequate sociological conceptualization of financial markets and examines who the actors within them are how they operate within which networks and how these networks are structured patterns of trading trading room coordination and global interaction are studied to help us better understand how markets work and the types of reasoning behind these trends financial markets also have a structural impact on the governance of social and economic institutions until now sociologists have examined issues of governance mostly with respect to the legal framework of financial transactions contributions in this book highlight the ways in which financial markets shape the inner working and structure of corporations and their governance finally the book seeks to investigate the symbolic aspects of financial markets financial markets affect not only economic and social structures but also societal cultural images and frameworks of meaning barbara czarniawska demonstrates how representations of gender relationships are a case in point arguing that financial markets are not simply neutral with respect to questions of gender but enhance certain images and interpretations of men and women addressing many important topics from a sociological perspective for the first time this book will be key reading for academics researchers and advanced students of financial markets in business management economics finance and sociology a revolutionary new perspective on how pricing really works contextual pricing delivers a knock out punch to complacent and low return pricing approaches this book is full of intriguing fresh insights which will expand your perspective on what is possible in maximizing revenue from your company s products and services mark greatrex chief marketing officer cox communications and former svp global still beverages the coca cola company to effectively price managers must understand market context the frame of reference for buyers context is far more important than the usual measures of price variation i strongly recommend this readable and useful book to any business leader who suspects his or her company is falling short of achievable revenues dave calhoun chairman and ceo nielsen company and former vice chairman general electric company about the book a few leading companies have jettisoned ideas about pricing that other companies believe are indispensable the result has been superior performance against competitors who persist in a simplistic 1990s belief in value contextual pricing describes how buyers are influenced by comparison points and contextual messages more than by actual price levels identical products can sell at radically different prices to the same target customer if context is strategically managed this fact is how procter gamble ge coca cola company amazon google microsoft and others make sure they get the best possible price the use of context is changing the way companies price and sell in the new global economy this readable and market

tested book describes the contextual pricing perspective how it is being used in b2b and b2c markets and how you can make the shift to contextual pricing in your own business whether you re a ceo p l manager marketing director sales manager or entrepreneur contextual pricing shows you how to understand how your customer will make buying decisions and the role of pricing in those decisions establish better more intuitive prices using context develop contextual pricing strategies that defeat competitor pricing how contextual pricing can be the antidote to destructive price wars harmonize your pricing with branding product development and channel strategies increase your profits with proven pricing tools such as scientific bundling tiering branding upsell hooks and more through its illuminating case by case studies contextual pricing delivers a wide range of pricing techniques and customer insights that you won t find anywhere else you ll learn how to avoid common pitfalls when raising or lowering prices and discover how you can compete in traditional or emerging digital marketplaces and beat the competition through superior tactics not through lower margins when you know the secrets of contextual pricing you can name your price drive your sales increase your profits and own your success in this major new collection leading experts explore the multidisciplinary connections between technology and economy drawing on new convergences between economic sociology and science and technology studies through theoretical and empirical studies the authors investigate economics and economic knowledges as technologies the economies as socio technical arrangements the nature of innovation the role of technological mediations in representing and performing economies this revealing book ideal for those with an interest in contemporary social theory interrogates the evidence for the contemporary claims about the emergence of the new economy and knowledge based economies and sheds new light on the relationship between economy and culture savannah s midnight hour argues that savannah s development is best understood within the larger history of municipal finance public policy and judicial readjustment in an urbanizing nation in providing such context lisa denmark adds constructive complexity to the conventional old south new south dichotomous narrative in which the politics of slavery secession civil war and reconstruction dominate the analysis of economic development denmark shows us that savannah s fiscal experience in the antebellum and postbellum years while exhibiting some distinctively southern characteristics also echoes a larger national experience her broad account of municipal decision making about improvement investment throughout the nineteenth century offers a more nuanced look at the continuity and change of policies in this pivotal urban setting beginning in the 1820s and continuing into the 1870s savannah s resourceful government leaders acted enthusiastically and aggressively to establish transportation links and to construct a modern infrastructure taking the long view of financial risk the city municipal government invested in an ever widening array of projects canals railroads harbor improvement drainage because of their potential to stimulate the city s economy denmark examines how this ideology of over optimistic risk taking rooted firmly in the antebellum period persisted after the civil war and eventually brought the city to the brink of bankruptcy the struggle to strike the right balance between using public policy and public money to promote economic development while at the same time trying to maintain a sound fiscal footing is a question governments still struggle with today conventional business strategies tell you that differentiation the right positioning and defining your superior edge will turn you into the best player in your market but this is wrong the impossible advantage reveals that success can be achieved by changing the market in which you operate rather than trying to beat the competition the authors illustrate that the biggest most spectacular and groundbreaking business success stories feature companies that make the rules instead of just following them the best companies seem to know how to break change or reinvent the rules of the market that everyone else follows this book will help you to break through to an entirely new level of thinking winning the game by changing the rules in your own favour explains that you don t need a technological breakthrough product innovation or a massive marketing budget to change the rules of the competition shows you that you can become a game changer and gain a seemingly impossible advantage even over far larger competitors no matter how large your market or how small your segment is introduces you to four compelling game changing strategies that work for managers from any industry or business sector for more information on the impossible advantage go to the official website impossible advantage com this book features a collection of high quality research papers presented at the international conference on tourism technology systems icotts 2020 held at the university of cartagena

in cartagena de indias colombia from 29th to 31st october 2020 the book is divided into two volumes and it covers the areas of technology in tourism and the tourist experience generations and technology in tourism digital marketing applied to tourism and travel mobile technologies applied to sustainable tourism information technologies in tourism digital transformation of tourism business e tourism and tourism 2 0 big data and management for travel and tourism geotagging and tourist mobility smart destinations robotics in tourism and information systems and technologies the growing presence of discrimination and isolation has caused negative changes to human interactions with the ubiquity of these practices there is now an increasingly urgent need to close this divide discrimination and diversity concepts methodologies tools and applications provides a critical look at race gender and modern day discrimination and solutions to creating sustainable diversity across numerous contexts and fields including innovative studies on anti discrimination measures gender discrimination and tolerance this multi volume book is an ideal source for professionals practitioners graduate students academics and researchers working in equality as well as managers and those in leadership roles the book explores both theoretically and empirically the impacts of housing reforms on housing provision in the context of the transition from a centrally planned to a market based economy fifteen years after the overthrow of state socialism housing policy has lost its privileged status of a political priority as most politically embedded systems had favoured market based solutions to housing problems this departure from state controlled housing policies with the aim of providing a dwelling for every family is significant particularly in some post socialist countries where no new housing policy has emerged the transition process embedded in the paradigm shift from central planning to markets has triggered off turbulence and adjustments with tangible outcomes in post socialist housing systems what has changed and what new housing systems have emerged during this dramatic transition to markets and democracy are these systems more efficient and equitable these questions are the main focus of the book with an emphasis on diversity and change in housing reforms the book supports the hypothesis that notions of convergence are not really appropriate to the conceptualisation of post socialist housing systems it argues that different housing policy choices are going to map out increasingly divergent scenarios for future development this book analyses how the financial system adjusts to institutional changes such as new technology political tendencies cultural differences new business models and government interactions it emphasises how different institutional settings affect firms borrowing and increases our understanding of how efficient financial markets are formed recent years have seen a surge of interest in the workings of financial institutions and financial markets beyond the discipline of economics which has been accelerated by the financial crisis of the early twenty first century the oxford handbook of the sociology of finance brings together twenty nine chapters written by scholars of international repute from europe north america and asia to provide comprehensive coverage on a variety of topics related to the role of finance in a globalized world and its historical development topics include global institutions of modern finance types of actors involved in financial transactions and supporting technologies mortgage markets rating agencies and the role of financial economics particular attention is given to financial crises which are discussed in a special section as well as to alternative forms of finance including islamic finance and the rise of china the handbook will be an indispensable tool for academics researchers and students of contemporary finance and economic sociology and will serve as a reference point for the expanding international community of scholars researching these areas from a broadly defined sociological perspective the digital revolution is impacting not only organizations but all areas of society no sector of activity has been spared and the survival of many organizations depends on their ability to transform and reinvent themselves in a new digital paradigm that is still very uncertain and relatively anxiety provoking before tackling technological issues it is important to ask the right questions and to acquire a minimum of digital culture that will enable the implementation of a transformation strategy and the use of appropriate technological tools covid 19 s impact on the cryptocurrency market and the digital economy proposes a dive into the digital ecosystem through a historical sociological political and economic approach that supplies readers with a foundation they can build their future digital skills on covering topics such as cryptocurrency and economic resiliency it is ideal for industry professionals researchers practitioners scholars academicians and students for over three decades the airline industry has continued to maintain a high profile in the public mind and in public policy

interest this high profile is probably not surprising there does seem to be something inherently newsworthy about airplanes and the people and companies that fly them the industry was one of the first major industries in the united states to undergo deregulation in 1978 it thereby transitioned from a closely regulated sector the former civil aeronautics board tightly controlled everyt thing from prices to routes to entry to one that is largely market oriented the incumbent carriers transformed themselves from the point to point operators that the cab had required to the hub and spokes structures that took better advantage of their network characteristics further they transformed their pricing from the quite simple structures that the cab had required to the highly differentiated segmented pricing structures yield management that reached an apogee in the late 1990s some ca arriers like american delta and united were better at this transition others like pan american twa and eastern were not what the incumbent carriers did not do however was deal with their costly wage and work rules structures which were an enduring legacy of their regulatory period this legacy when combined with the high fare end of the yield management pricing structure has made them vulnerable to entry by new carriers with lower cost structures jesko philipp neuenburg researches the market driving behavior i e the behavior of a company that is directed to fundamentally change the structure of the market and or behavior of market stakeholders in emerging firms when it comes to retirement investing too much emphasis today is on investment returns which often come at the expense of income dependability and peace of mind slash your retirement risk redefines how to invest for retirement to maximize your reliable income and stabilize your financial future rather than the typical approach to portfolio management focusing on returns and ignoring dramatic market downswings that can decimate portfolios author chris cook shows investors how to create income reliability without sacrificing reasonable growth instead of chasing uncertain returns slash your retirement risk s strategy will help ensure your retirement portfolio will capitalize on opportunities for growth while weathering the inevitable economic ups and downs you will achieve reliable returns and suffer fewer sleepless nights worrying about whether your money will last as long as you do slash your retirement risk is your step by step guide to create a retirement portfolio that will provide true financial peace of mind one that features the broad diversification essential in today s globally interconnected marketplace a built in ability to capitalize on market upswings to generate growth automatic protections against inevitable market downswings an investing strategy that minimizes fees and costs to maximize portfolio gains sandu daniel kopp investigates whether carbon reduction targets are compatible with market driven competition in gas and power industries and whether security of supply is compatible with competitive markets he examines the policy trade offs which need to be made between the three different elements and whether these policy judgements should be economically or politically based the analysis shows the need for a complex set of politically determined options to protect competitive markets from price risks and emergency events and demonstrates that this has thus far failed the policy test overall the author argues that the three major elements of eu energy policy are incompatible in important respects and thereby challenges much of the conventional wisdom of eu and member state policies of the past decade follow trends and make money or don t follow trends and don t make money robert robbins wants investors to follow trends his effort is to be saluted michael w covel bestselling author of trend following the complete turtle trader and trend commandments a must read for both the experienced and newcomers the student has bypassed his mentor ralph bloch consultant at bulls bears bloch rob presents both the new and experienced trader with insights needed for successful trading as a long time trend follower i share many of rob s thoughts in tactical trend trading if you are truly interested in learning an investment strategy without the hype from a real trader then this is the one definitive source andrew abraham author of learn how to trend follow conventional wisdom has long insisted that the best if not the only stock market strategy worth employing is the traditional buy and hold model but buy and hold investing is no match for today s turbulent markets where real change happens every day and companies and entire industries are stamped out in the blink of an eye fortunately there is a better way one that enables market participants to preserve their capital while increasing their net gains in even the most volatile of markets that way is trend trading and with tactical trend trading as your guide you will be better prepared than ever before to tackle and profit from every curveball that today s topsy turvy markets throw your way written by hedge fund manager and trend trader robert robbins tactical trend trading starts out

from the basic premise that if market participants learn to embrace change they will be better able to harness its ability to unlock profits in every corner of the markets to that end robbins equips you not only with the technical trading tools you need to analyze the market backdrop and identify and trade with market prevailing trends but also psychological guidelines that will enable you to blast through the emotional obstacles that stand in the way of profit generation and risk control rich in detail yet easy to digest and implement tactical trend trading covers the basics of trend trading including what it is its primary benefits and drawbacks what type of commitment it entails and how you can use it every day to profit from market volatility how to leverage technical analysis and sentiment indicators to pinpoint profit generating stocks sectors and trends predict market corrections and execute perfectly timed trades mental strategies for surmounting the ingrained psychological and emotional habits that prevent traders from realizing true financial success techniques for developing a systematic approach to the markets that will enable you to survive and thrive in up down and sideways markets and much more along the path to becoming a successful trend trader your technical acumen and mental fortitude will be tested every step of the way prepare yourself for the brave new world of today s ever changing financial markets with tactical trend trading which provides you with all the moneymaking insights you need to capture trends trade with the flow and pull in profits regardless of whether market conditions are good or bad digital media are having an enormous impact on the world from the seemingly mundane like playing world of warcraft to posting a message on twitter or facebook to the operation of financial markets to transformations in science and the economy digital media continue to revolutionize how people live their daily life this book challenges how we understand our relationship with our digital machines and shows how they open up a new capacity for action in the world a capacity for action that we should no longer simply think of in terms of movement and force but also in terms of flow and viscosity a capacity for action that produces a politics of fluids and finds its expression not only in new forms of social control but also in a renewed ability for people to engage with the world and each other a realist s guide to management the authors capture the complex life of organizations providing not only an account of theories but also an introduction to their practice with examples from everyday life and culture discussing the key themes and debates along the way used by nearly 50 000 students and tutors worldwide managing and organizations has been praised for its breadth innovative content and application to real life along with its full coverage of all the essential topics of organizational behavior the book offers a critical perspective that gives the reader the tools to question dominant assumptions about organizations new to this edition a new chapter structure to create a clearer elegant chapter navigation for students chapters have now been streamlined and pulled back to no more than 15 000 words each new and up to date global cases and examples to engage students including netflix the crown trump and north korea updated and fully integrated ieb offers a dynamic learning experience for students definitions in margins to support b m learners who do not have english as a first language updated online resources and new author videos the book is supported by online resources for both instructors and students including chapter specific powerpoint slides an instructor manual test bank additional case studies articles for lecturers mcq s sage journal articles flashcards and relevant web links students get a free interactive ebook with every purchase of the print copy for students studying organisational behaviour managing people in organisations and introductory management courses an interdisciplinary examination of credible commitment to fiscal responsibility and its relevance to current macroeconomic policy making here is an insider s account of the telecom industry and the true story of a telecom industry executive turned wall street analyst just as the stock market bubble was beginning to burst thomas j lauria was a wall street analyst covering the white hot telecom sector during the stock market bubble of 2000 the fall of telecom revisits the telecom industry s historic and humble beginnings as part of the monopolistic bell system and brings us into the life of a telecom industry executive turned wall street analyst just as investor euphoria with technology stocks was starting to unravel he shares many personal reflections on his time in industry and on the street this book will appeal to investors business executives former industry employees and students of business history and the global telecom industry it ends with a summary of valuable lessons and a q a discussion with the author resistance against free trade agreements based on an expanded trade agenda including issues related to intellectual property rights trade in services and trade related investment measures has increased

since the demonstrations at the wto ministerial conference in seattle in 1999 while the wto doha negotiations have broken down the eu and usa are increasingly engaged in bilateral free trade agreements building on this expanded trade agenda free trade strategies have increasingly become a problem for the international labour movement while trade unions in the north especially in manufacturing have supported free trade agreements to secure export markets for their companies trade unions in the global south oppose these agreements since they often imply deindustrialisation the purpose of this volume is to understand better these dynamics underlying free trade policy making academics trade union researchers and social movement activists analyse these issues in detail in order to explore possibilities for transnational labour solidarity this book was published as a special issue of globalizations investigates how and to what extent the self employed and micro enterprise workers can be represented in the social arena a cross sector approach to responsibility for government as well as private businesses the texts presented in proportion harmonies and identities phi time and space were compiled to establish a multidisciplinary platform for presenting interacting and disseminating research it also aims to foster awareness and discussion on time and space focusing on different visions relevant to architecture arts and humanities design and social sciences and its importance and benefits for the sense of identity both individual and communal the idea of time and space has been a powerful motor for development since the western early modern age its theoretical and practical foundations have become the working tools of scientists philosophers and artists who seek strategies and policies to accelerate the development process in different contexts the financial industry s leading independent research firm s forward looking assessment into high frequency trading once regarded as a united states focused trend today high frequency trading is gaining momentum around the world yet while high frequency trading continues to be one of the hottest trends in the markets due to the highly proprietary nature of the computer transactions financial firms and institutions have made very little available in terms of information or how to techniques that s all changed with the high frequency game changer how automated trading strategies have revolutionized the markets in the book zubulake and lee present an overview of how high frequency trading is changing the face of the market the book explains how we got here and what it means to traders and investors details how to build a high frequency trading firm including the relevant tools strategies and trading talent defines key components common to hft such as algorithms low latency trading infrastructure collocation etc the high frequency game changer takes a highly controversial and extremely complicated subject and makes it accessible to anyone with an interest or stake in financial markets the financial crisis and the regulation of finance includes acomprehensive overview of the crisis and reviews the theory and practise of regulation in the uk and worldwide the contributors all international experts on financial markets and regulation provide perspectives and analysis on macro prudential regulation the regulation of financial firms and the role of shareholders and disclosure this rigorous book will be of great interest to all those with an interest in banking and finance including academics professionals bankers regulators advisors and civil servants students on banking and finance courses will also find this clear and compact resource invaluable infoworld is targeted to senior it professionals content is segmented into channels and topic centers infoworld also celebrates people companies and projects this book covers advancements across business domains in knowledge and information management it presents research trends in the fields of management innovation and technology and is composed of research papers that show applications of it analytics and business operations in industry and in educational institutions it offers a combination of scientific research methods and concepts with contributions from globally renowned authors presents various management domains from a number of countries for a global perspective and provides a unique combination of topics and methods while giving insights on the management domain using a holistic approach the book provides scholars with a platform to derive maximum utility in the area of management research and technology by subscribing to the idea of managing business through performance and management technology recent upheaval in the global energy system dramatic increases in demand led largely by developing countries significant decreases in supply as a result of local or regional conflicts and the growing nexus between the burning of hydrocarbons and climate change has unsettled long held notions of energy security for many years transatlantic cooperation helped undergird the system s stability but europe and north america have drifted apart in several key ways potentially undermining the search

for energy sufficiency surety and sustainability will the transatlantic partners continue on separate paths in the face of dramatic change in the global energy system or does the breadth and depth of the challenges they confront compel them to work more closely together in this edited volume experts from across europe and north america including advisors to the executive and legislative branches of both the eu and the united states to senior military commanders and to major international organizations and companies examine the most salient facets of the transatlantic energy relationship and discern whether that relationship is characterized by growing convergence or divergence this book was based on a special issue of the journal of transatlantic studies sage has unparalleled depth in journal back lists in the field of organization studies and publishes several of the top journals in the field including organization human relations and organization studies this four volume set brings together over sixty of the key papers published in sage books and journals since the turn of the millennium many of which are not easily available in traditional library holdings professor stewart clegg is widely recognised as a preeminent scholar of organization studies and together with an international editorial board of ten renowned scholars in the field has arranged this selection to help the reader better understand the developments in the field from different perspectives emphasis is placed on the history of the present of organization studies with articles that discuss contemporary issues and foreshadow further developments in the field across popular theoretical perspectives such as discourse analysis institutional theory and complexity theory this book explores the process of media development and democratization in brazil from the end of the dictatorship in 1985 to today s market liberal press journalism and political democracy in brazil is intended for those interested in latin american and brazilian politics history and media as well as for those concerned about the role of the press in democratic transitions and the limitations imposed upon them during the process of demoratization blue ocean strategy the 1 global bestseller forever changed how the world thinks about strategy now w chan kim and renée mauborgne offer up a bold new idea that will transform how we all think about innovation and growth disruption dominates innovation theory and practice but disruption for all its power is destructive displacing jobs companies and even entire industries are we missing an alternative approach to innovation and growth with three decades of research the 1 global bestselling authors of blue ocean strategy w chan kim and renée mauborgne reveal another way to innovate and grow just as blue ocean strategy redefined the essence of strategy as creating not competing beyond disruption redefines and expands the existing view of innovation by introducing a new approach nondisruptive creation that is free from the destructive displacement that happens when innovators set out to disrupt kim and mauborgne reveal the distinct advantages of nondisruptive creation to business and society showing how this new approach to innovation allows companies to grow while also being a force for good with examples that reach across all sectors of the economy and a practical framework for guiding innovation efforts this book shows why nondisruptive creation matters to all of us and why it is likely to become even more important in the future how it complements disruption and how you can identify and execute on nondisruptive opportunities how companies can more thoughtfully pursue their growth and innovation strategies in a way that better balances business and society a practical guide for driving innovation and growth the rich research behind the book coupled with its frame breaking message make it the must read book for the next generation of innovators this book looks at customer value creation through marketing decisions and analyses the critical phases of theoretical and methodological advancements in solving certain problems and customer centric issues that firms face the chapters highlight how theories have been borrowed from sociology psychology and economics to understand phenomena such as customer preferences and decision making and how operations research and statistical tools have been applied to take optimal decisions on marketing related issues such as channel management and pricing the volume covers an array of topics including marketing orientation consumer behaviour and marketing mix comprising the elements of product price promotion and place the articles offer both methodological and theoretical contributions and also discuss some key results of implementation of marketing strategies by various firms this book will be of interest to researchers and students of marketing consumer behaviour business management economics finance international marketing services marketing and international business the business year angola 2022 was produced with the support of the agency for private in vestment and export promotion apex the chamber of

commerce and industry of angola ccia and the minister of agriculture fisheries and features interviews with dozens of top decisionmakers from every major sector of the economy including a special focus on two areas tipped for growth industry and agriculture for more than 40 years computerworld has been the leading source of technology news and information for it influencers worldwide computerworld s award winning site computerworld com twice monthly publication focused conference series and custom research form the hub of the world s largest global it media network from thomas piketty to david harvey scholars are increasingly questioning whether we are entering into a post capitalist era if so does this new epoch signal the failure of capitalism and emergence of alternative systems or does it mark the ultimate triumph of capitalism as it evolves into an unstoppable entity that takes new forms as it engulfs its opposition after capitalism brings together leading scholars from across the academy to offer competing perspectives on capitalism s past incarnations present conditions and possible futures some contributors reassess classic theorizations of capitalism in light of recent trends including real estate bubbles debt relief protests and the rise of a global creditocracy others examine marx s writings unemployment hoarding capitalist realism and coyote trickster capitalism among many other topics media and design trends locate the key ideologies of the current economic moment with authors considering everything from the austerity aesthetics of reality tv to the seductive smoothness of liquid crystal even as it draws momentous conclusions about global economic phenomena after capitalism also pays close attention to locales as varied as cuba india and latvia examining the very different ways that economic conditions have affected the relationship between the state and its citizens collectively these essays raise provocative questions about how we should imagine capitalism in the twenty first century will capitalism like all economic systems come to an end or does there exist in history or elsewhere a hidden world that is already post capitalist offering alternative possibilities for thought and action

The Nordic Fisheries in the New Consumer Era

1998

transformations of strategic alliances in emerging markets volume i deals with changes in strategic alliances in the complex settings of european emerging markets it includes 40 years worth of data in its in depth study of the changes in education networks work performance and environmental factors in european transition region

Transformation of Strategic Alliances in Emerging Markets

2021-01-25

the current shift in demographics aging and shrinking populations in many countries around the world presents a major challenge to companies and societies alike one particularly essential implication is the emergence and constant growth of the so called graying market or silver market the market segment more or less broadly defined as those people aged 50 and older increasing in number and share of the total population while at the same time being relatively well off this market segment can be seen as very attractive and promising although still very underdeveloped in terms of product and service offerings this book offers a thorough and up to date analysis of the challenges and opportunities in leveraging innovation technology product development and marketing for older consumers and employees key lessons are drawn from a variety of industries and countries including the lead market japan

The Silver Market Phenomenon

2010-11-01

financial markets have often been seen by economists as efficient mechanisms that fulfill vital functions within economies but do financial markets really operate in such a straightforward manner the sociology of financial markets approaches financial markets from a sociological perspective it seeks to provide an adequate sociological conceptualization of financial markets and examines who the actors within them are how they operate within which networks and how these networks are structured patterns of trading trading room coordination and global interaction are studied to help us better understand how markets work and the types of reasoning behind these trends financial markets also have a structural impact on the governance of social and economic institutions until now sociologists have examined issues of governance mostly with respect to the legal framework of financial transactions contributions in this book highlight the ways in which financial markets shape the inner working and structure of corporations and their governance finally the book seeks to investigate the symbolic aspects of financial markets financial markets affect not only economic and social structures but also societal cultural images and frameworks of meaning barbara czarniawska demonstrates how representations of gender relationships are a case in point arguing that financial markets are not simply neutral with respect to questions of gender but enhance certain images and interpretations of men and women addressing many important topics from a sociological perspective for the first time this book will be key reading for academics researchers and advanced students of financial markets in business management economics finance and sociology

The Sociology of Financial Markets

2004-10-14

a revolutionary new perspective on how pricing really works contextual pricing delivers a knock out punch to complacent and low return pricing approaches this book is full of intriguing fresh insights which will expand your perspective on what is possible in maximizing revenue from your company s products and services mark greatrex chief marketing officer cox communications and former svp global still beverages the coca cola company to effectively price managers must understand market context the frame of reference for buyers context is far more important than the usual measures of price variation i strongly recommend this readable and useful book to any business leader who suspects his or her company is falling short of achievable revenues dave calhoun chairman and ceo nielsen company and former vice chairman general electric company about the book a few leading companies have jettisoned ideas about pricing that other companies believe are indispensable the result has been superior performance against competitors who persist in a simplistic 1990s belief in value contextual pricing describes how buyers are influenced by comparison points and contextual messages more than by actual price levels identical products can sell at radically different prices to the same target customer if context is strategically managed this fact is how procter gamble ge coca cola company amazon google microsoft and others make sure they get the best possible price the use of context is changing the way companies price and sell in the new global economy this readable and market tested book describes the contextual pricing perspective how it is being used in b2b and b2c markets and how you can make the shift to contextual pricing in your own business whether you re a ceo p l manager marketing director sales manager or entrepreneur contextual pricing shows you how to understand how your customer will make buying decisions and the role of pricing in those decisions establish better more intuitive prices using context develop contextual pricing strategies that defeat competitor pricing how contextual pricing can be the antidote to destructive price wars harmonize your pricing with branding product development and channel strategies increase your profits with proven pricing tools such as scientific bundling tiering branding upsell hooks and more through its illuminating case by case studies contextual pricing delivers a wide range of pricing techniques and customer insights that you won t find anywhere else you ll learn how to avoid common pitfalls when raising or lowering prices and discover how you can compete in traditional or emerging digital marketplaces and beat the competition through superior tactics not through lower margins when you know the secrets of contextual pricing you can name your price drive your sales increase your profits and own your success

Contextual Pricing: The Death of List Price and the New Market Reality

2011-10-19

in this major new collection leading experts explore the multidisciplinary connections between technology and economy drawing on new convergences between economic sociology and science and technology studies through theoretical and empirical studies the authors investigate economics and economic knowledges as technologies the economies as socio technical arrangements the nature of innovation the role of technological mediations in representing and performing economies this revealing book ideal for those with an interest in contemporary social theory interrogates the evidence for the contemporary claims about the emergence of the new economy and knowledge based economies and sheds new light on the relationship between economy and culture

Technological Economy

2005-07-15

savannah s midnight hour argues that savannah s development is best understood within the larger history of municipal finance public policy and judicial readjustment in an urbanizing nation in providing such context lisa denmark adds constructive complexity to the conventional old south new south dichotomous narrative in which the politics of slavery secession civil war and reconstruction dominate the analysis of economic development denmark shows us that savannah s fiscal experience in the antebellum and postbellum years while exhibiting some distinctively southern characteristics also echoes a larger national experience her broad account of municipal decision making about improvement investment throughout the nineteenth century offers a more nuanced look at the continuity and change of policies in this pivotal urban setting beginning in the 1820s and continuing into the 1870s savannah s resourceful government leaders acted enthusiastically and aggressively to establish transportation links and to construct a modern infrastructure taking the long view of financial risk the city municipal government invested in an ever widening array of projects canals railroads harbor improvement drainage because of their potential to stimulate the city s economy denmark examines how this ideology of over optimistic risk taking rooted firmly in the antebellum period persisted after the civil war and eventually brought the city to the brink of bankruptcy the struggle to strike the right balance between using public policy and public money to promote economic development while at the same time trying to maintain a sound fiscal footing is a question governments still struggle with today

Savannah's Midnight Hour

2019

conventional business strategies tell you that differentiation the right positioning and defining your superior edge will turn you into the best player in your market but this is wrong the impossible advantage reveals that success can be achieved by changing the market in which you operate rather than trying to beat the competition the authors illustrate that the biggest most spectacular and groundbreaking business success stories feature companies that make the rules instead of just following them the best companies seem to know how to break change or reinvent the rules of the market that everyone else follows this book will help you to break through to an entirely new level of thinking winning the game by changing the rules in your own favour explains that you don t need a technological breakthrough product innovation or a massive marketing budget to change the rules of the competition shows you that you can become a game changer and gain a seemingly impossible advantage even over far larger competitors no matter how large your market or how small your segment is introduces you to four compelling game changing strategies that work for managers from any industry or business sector for more information on the impossible advantage go to the official website impossible advantage com

The Impossible Advantage

2010-03-18

this book features a collection of high quality research papers presented at the international conference on tourism technology systems

icotts 2020 held at the university of cartagena in cartagena de indias colombia from 29th to 31st october 2020 the book is divided into two volumes and it covers the areas of technology in tourism and the tourist experience generations and technology in tourism digital marketing applied to tourism and travel mobile technologies applied to sustainable tourism information technologies in tourism digital transformation of tourism business e tourism and tourism 2 0 big data and management for travel and tourism geotagging and tourist mobility smart destinations robotics in tourism and information systems and technologies

Advances in Tourism, Technology and Systems

2020-11-19

the growing presence of discrimination and isolation has caused negative changes to human interactions with the ubiquity of these practices there is now an increasingly urgent need to close this divide discrimination and diversity concepts methodologies tools and applications provides a critical look at race gender and modern day discrimination and solutions to creating sustainable diversity across numerous contexts and fields including innovative studies on anti discrimination measures gender discrimination and tolerance this multi volume book is an ideal source for professionals practitioners graduate students academics and researchers working in equality as well as managers and those in leadership roles

American Turf Register and Sporting Magazine

1832

the book explores both theoretically and empirically the impacts of housing reforms on housing provision in the context of the transition from a centrally planned to a market based economy fifteen years after the overthrow of state socialism housing policy has lost its privileged status of a political priority as most politically emb ded systems had favoured market based solutions to housing problems this dep ture from state controlled housing policies with the aim of providing a dwelling for every family is significant particularly in some post socialist countries where no new housing policy has emerged the transition process embedded in the paradigm shift from central planning to markets has triggered off turbulence and adjustments with tangible outcomes in post socialist housing systems what has changed and what new housing systems have emerged during this dramatic transition to markets and democracy are these systems more efficient and equitable these questions are the main focus of the book with an emphasis on diversity and change in housing reforms the book supports the hypothesis that notions of convergence are not really appropriate to the conceptualisation of post socialist housing systems it argues that different housing policy choices are going to map out increasingly divergent s nario for future development

Discrimination and Diversity: Concepts, Methodologies, Tools, and Applications

2017-05-17

this book analyses how the financial system adjusts to institutional changes such as new technology political tendencies cultural differences new business models and government interactions it emphasises how different institutional settings affect firms borrowing and increases our understanding of how efficient financial markets are formed

Housing Policy Reforms in Post-Socialist Europe

2008-12-29

recent years have seen a surge of interest in the workings of financial institutions and financial markets beyond the discipline of economics which has been accelerated by the financial crisis of the early twenty first century the oxford handbook of the sociology of finance brings together twenty nine chapters written by scholars of international repute from europe north america and asia to provide comprehensive coverage on a variety of topics related to the role of finance in a globalized world and its historical development topics include global institutions of modern finance types of actors involved in financial transactions and supporting technologies mortgage markets rating agencies and the role of financial economics particular attention is given to financial crises which are discussed in a special section as well as to alternative forms of finance including islamic finance and the rise of china the handbook will be an indispensable tool for academics researchers and students of contemporary finance and economic sociology and will serve as a reference point for the expanding international community of scholars researching these areas from a broadly defined sociological perspective

Financial Systems, Markets and Institutional Changes

2014-07-29

the digital revolution is impacting not only organizations but all areas of society no sector of activity has been spared and the survival of many organizations depends on their ability to transform and reinvent themselves in a new digital paradigm that is still very uncertain and relatively anxiety provoking before tackling technological issues it is important to ask the right questions and to acquire a minimum of digital culture that will enable the implementation of a transformation strategy and the use of appropriate technological tools covid 19 s impact on the cryptocurrency market and the digital economy proposes a dive into the digital ecosystem through a historical sociological political and economic approach that supplies readers with a foundation they can build their future digital skills on covering topics such as cryptocurrency and economic resiliency it is ideal for industry professionals researchers practitioners scholars academicians and students

The Oxford Handbook of the Sociology of Finance

2012-11-29

for over three decades the airline industry has continued to maintain a high profile in the public mind and in public policy interest this high profile is probably not surprising there does seem to be something inherently newsworthy about airplanes and the people and companies that fly them the industry was one of the first major industries in the united states to undergo deregulation in 1978 it thereby transitioned from a closely regulated sector the former civil aeronautics board tightly controlled everyt thing from prices to routes to entry to one that is largely market oriented the incumbent carriers transformed themselves from the point to point operators that the cab had required to the hub and spokes structures that took better advantage of their network characteristics further they transformed their pricing from the quite simple structures that the cab had required to the highly differentiated segmented pricing structures yield

management that reached an apogee in the late 1990s some carriers like american delta and united were better at this transition others like pan american twa and eastern were not what the incumbent carriers did not do however was deal with their costly wage and work rules structures which were an enduring legacy of their regulatory period this legacy when combined with the high fare end of the yield management pricing structure has made them vulnerable to entry by new carriers with lower cost structures

COVID-19's Impact on the Cryptocurrency Market and the Digital Economy

2022-05-20

jesko philipp neuenburg researches the market driving behavior i.e. the behavior of a company that is directed to fundamentally change the structure of the market and or behavior of market stakeholders in emerging firms

The Evolution of the US Airline Industry

2005-10-24

when it comes to retirement investing too much emphasis today is on investment returns which often come at the expense of income dependability and peace of mind slash your retirement risk redefines how to invest for retirement to maximize your reliable income and stabilize your financial future rather than the typical approach to portfolio management focusing on returns and ignoring dramatic market downswings that can decimate portfolios author chris cook shows investors how to create income reliability without sacrificing reasonable growth instead of chasing uncertain returns slash your retirement risk strategy will help ensure your retirement portfolio will capitalize on opportunities for growth while weathering the inevitable economic ups and downs you will achieve reliable returns and suffer fewer sleepless nights worrying about whether your money will last as long as you do slash your retirement risk is your step by step guide to create a retirement portfolio that will provide true financial peace of mind one that features the broad diversification essential in today's globally interconnected marketplace a built in ability to capitalize on market upswings to generate growth automatic protections against inevitable market downswings an investing strategy that minimizes fees and costs to maximize portfolio gains

Reauthorization of the Commodity Futures Trading Commission

1999

sandu daniel kopp investigates whether carbon reduction targets are compatible with market driven competition in gas and power industries and whether security of supply is compatible with competitive markets he examines the policy trade offs which need to be made between the three different elements and whether these policy judgements should be economically or politically based the analysis shows the need for a complex set of politically determined options to protect competitive markets from price risks and emergency events and demonstrates that this has thus far failed the policy test overall the author argues that the three major elements of eu energy policy are incompatible in important respects and thereby challenges much of the conventional wisdom of eu and member state policies of the past decade

Market-Driving Behavior in Emerging Firms

2010-03-17

follow trends and make money or don't follow trends and don't make money robert robbins wants investors to follow trends his effort is to be saluted michael w covel bestselling author of trend following the complete turtle trader and trend commandments a must read for both the experienced and newcomers the student has bypassed his mentor ralph bloch consultant at bulls bears bloch rob presents both the new and experienced trader with insights needed for successful trading as a long time trend follower i share many of rob's thoughts in tactical trend trading if you are truly interested in learning an investment strategy without the hype from a real trader then this is the one definitive source andrew abraham author of learn how to trend follow conventional wisdom has long insisted that the best if not the only stock market strategy worth employing is the traditional buy and hold model but buy and hold investing is no match for today's turbulent markets where real change happens every day and companies and entire industries are stamped out in the blink of an eye fortunately there is a better way one that enables market participants to preserve their capital while increasing their net gains in even the most volatile of markets that way is trend trading and with tactical trend trading as your guide you will be better prepared than ever before to tackle and profit from every curveball that today's topsy turvy markets throw your way written by hedge fund manager and trend trader robert robbins tactical trend trading starts out from the basic premise that if market participants learn to embrace change they will be better able to harness its ability to unlock profits in every corner of the markets to that end robbins equips you not only with the technical trading tools you need to analyze the market backdrop and identify and trade with market prevailing trends but also psychological guidelines that will enable you to blast through the emotional obstacles that stand in the way of profit generation and risk control rich in detail yet easy to digest and implement tactical trend trading covers the basics of trend trading including what it is its primary benefits and drawbacks what type of commitment it entails and how you can use it every day to profit from market volatility how to leverage technical analysis and sentiment indicators to pinpoint profit generating stocks sectors and trends predict market corrections and execute perfectly timed trades mental strategies for surmounting the ingrained psychological and emotional habits that prevent traders from realizing true financial success techniques for developing a systematic approach to the markets that will enable you to survive and thrive in up down and sideways markets and much more along the path to becoming a successful trend trader your technical acumen and mental fortitude will be tested every step of the way prepare yourself for the brave new world of today's ever changing financial markets with tactical trend trading which provides you with all the moneymaking insights you need to capture trends trade with the flow and pull in profits regardless of whether market conditions are good or bad

Slash Your Retirement Risk

2017-09-18

digital media are having an enormous impact on the world from the seemingly mundane like playing world of warcraft to posting a message on twitter or facebook to the operation of financial markets to transformations in science and the economy digital media continue to revolutionize how people live their daily life this book challenges how we understand our relationship with our digital machines and shows how they open up a new capacity for action in the world a capacity for action that we should no longer simply think of in terms of movement and force but also in terms of flow and viscosity a capacity for action that produces a politics of fluids and finds its expression not only in new forms of social control but also in a renewed ability for people to engage with the world and each other

2023-09-06

15/22

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Politics, Markets and EU Gas Supply Security

2015-01-30

a realist s guide to management the authors capture the complex life of organizations providing not only an account of theories but also an introduction to their practice with examples from everyday life and culture discussing the key themes and debates along the way used by nearly 50 000 students and tutors worldwide managing and organizations has been praised for its breadth innovative content and application to real life along with its full coverage of all the essential topics of organizational behavior the book offers a critical perspective that gives the reader the tools to question dominant assumptions about organizations new to this edition a new chapter structure to create a clearer elegant chapter navigation for students chapters have now been streamlined and pulled back to no more than 15 000 words each new and up to date global cases and examples to engage students including netflix the crown trump and north korea updated and fully integrated ieb offers a dynamic learning experience for students definitions in margins to support b m learners who do not have english as a first language updated online resources and new author videos the book is supported by online resources for both instructors and students including chapter specific powerpoint slides an instructor manual test bank additional case studies articles for lecturers mcq s sage journal articles flashcards and relevant web links students get a free interactive ebook with every purchase of the print copy for students studying organisational behaviour managing people in organisations and introductory management courses

Tactical Trend Trading

2013-01-26

an interdisciplinary examination of credible commitment to fiscal responsibility and its relevance to current macroeconomic policy making

Uncoding the Digital

2012-11-27

here is an insider s account of the telecom industry and the true story of a telecom industry executive turned wall street analyst just as the stock market bubble was beginning to burst thomas j lauria was a wall street analyst covering the white hot telecom sector during the stock market bubble of 2000 the fall of telecom revisits the telecom industry s historic and humble beginnings as part of the monopolistic bell system and brings us into the life of a telecom industry executive turned wall street analyst just as investor euphoria with technology stocks was starting to unravel he shares many personal reflections on his time in industry and on the street this book will appeal to investors business executives former industry employees and students of business history and the global telecom industry it ends with a summary of valuable lessons and a q a discussion with the author

Managing and Organizations

2019-02-11

resistance against free trade agreements based on an expanded trade agenda including issues related to intellectual property rights trade in services and trade related investment measures has increased since the demonstrations at the wto ministerial conference in seattle in 1999 while the wto doha negotiations have broken down the eu and usa are increasingly engaged in bilateral free trade agreements building on this expanded trade agenda free trade strategies have increasingly become a problem for the international labour movement while trade unions in the north especially in manufacturing have supported free trade agreements to secure export markets for their companies trade unions in the global south oppose these agreements since they often imply deindustrialisation the purpose of this volume is to understand better these dynamics underlying free trade policy making academics trade union researchers and social movement activists analyse these issues in detail in order to explore possibilities for transnational labour solidarity this book was published as a special issue of globalizations

Questioning Credible Commitment

2013-09-12

investigates how and to what extent the self employed and micro enterprise workers can be represented in the social arena a cross sector approach to responsibility for government as well as private businesses

The Fall of Telecom: A Wall Street Analyst's True Story of The Telecom Industry

2007-11-27

the texts presented in proportion harmonies and identities phi time and space were compiled to establish a multidisciplinary platform for presenting interacting and disseminating research it also aims to foster awareness and discussion on time and space focusing on different visions relevant to architecture arts and humanities design and social sciences and its importance and benefits for the sense of identity both individual and communal the idea of time and space has been a powerful motor for development since the western early modern age its theoretical and practical foundations have become the working tools of scientists philosophers and artists who seek strategies and policies to accelerate the development process in different contexts

Free Trade and Transnational Labour

2016-04-14

the financial industry s leading independent research firm s forward looking assessment into high frequency trading once regarded as a united states focused trend today high frequency trading is gaining momentum around the world yet while high frequency trading continues to be one of the hottest trends in the markets due to the highly proprietary nature of the computer transactions financial firms and institutions have made very little available in terms of information or how to techniques that s all changed with the high frequency game changer how automated trading strategies have revolutionized the markets in the book zubulake and lee present an overview of how high frequency trading is changing the face of the market the book explains how we got here and what it means to traders and investors details how to build a high frequency trading firm including the relevant tools strategies and trading talent defines key

components common to hft such as algorithms low latency trading infrastructure collocation etc the high frequency game changer takes a highly controversial and extremely complicated subject and makes it accessible to anyone with an interest or stake in financial markets

SMEs as the Unknown Stakeholder

2013-05-27

the financial crisis and the regulation of finance includes a comprehensive overview of the crisis and reviews the theory and practise of regulation in the uk and worldwide the contributors all international experts on financial markets and regulation provide perspectives and analysis on macro prudential regulation the regulation of financial firms and the role of shareholders and disclosure this rigorous book will be of great interest to all those with an interest in banking and finance including academics professionals bankers regulators advisors and civil servants students on banking and finance courses will also find this clear and compact resource invaluable

Time and Space

2023-12-30

infoworld is targeted to senior it professionals content is segmented into channels and topic centers infoworld also celebrates people companies and projects

The High Frequency Game Changer

2011-04-05

this book covers advancements across business domains in knowledge and information management it presents research trends in the fields of management innovation and technology and is composed of research papers that show applications of it analytics and business operations in industry and in educational institutions it offers a combination of scientific research methods and concepts with contributions from globally renowned authors presents various management domains from a number of countries for a global perspective and provides a unique combination of topics and methods while giving insights on the management domain using a holistic approach the book provides scholars with a platform to derive maximum utility in the area of management research and technology by subscribing to the idea of managing business through performance and management technology

The Financial Crisis and the Regulation of Finance

2011-01-01

recent upheaval in the global energy system dramatic increases in demand led largely by developing countries significant decreases in supply as a result of local or regional conflicts and the growing nexus between the burning of hydrocarbons and climate change has unsettled long held notions of energy security for many years transatlantic cooperation helped undergird the system s stability but europe

2023-09-06

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and north america have drifted apart in several key ways potentially undermining the search for energy sufficiency surety and sustainability will the transatlantic partners continue on separate paths in the face of dramatic change in the global energy system or does the breadth and depth of the challenges they confront compel them to work more closely together in this edited volume experts from across europe and north america including advisors to the executive and legislative branches of both the eu and the united states to senior military commanders and to major international organizations and companies examine the most salient facets of the transatlantic energy relationship and discern whether that relationship is characterized by growing convergence or divergence this book was based on a special issue of the journal of transatlantic studies

InfoWorld

2003-03-03

sage has unparalleled depth in journal back lists in the field of organization studies and publishes several of the top journals in the field including organization human relations and organization studies this four volume set brings together over sixty of the key papers published in sage books and journals since the turn of the millennium many of which are not easily available in traditional library holdings professor stewart clegg is widely recognised as a preeminent scholar of organization studies and together with an international editorial board of ten renowned scholars in the field has arranged this selection to help the reader better understand the developments in the field from different perspectives emphasis is placed on the history of the present of organization studies with articles that discuss contemporary issues and foreshadow further developments in the field across popular theoretical perspectives such as discourse analysis institutional theory and complexity theory

Advances in Management Research

2019-11-18

this book explores the process of media development and democratization in brazil from the end of the dictatorship in 1985 to today s market liberal press journalism and political democracy in brazil is intended for those interested in latin american and brazilian politics history and media as well as for those concerned about the role of the press in democratic transitions and the limitations imposed upon them during the process of demoratization

Transatlantic Energy Relations

2016-04-08

blue ocean strategy the 1 global bestseller forever changed how the world thinks about strategy now w chan kim and renée mauborgne offer up a bold new idea that will transform how we all think about innovation and growth disruption dominates innovation theory and practice but disruption for all its power is destructive displacing jobs companies and even entire industries are we missing an alternative approach to innovation and growth with three decades of research the 1 global bestselling authors of blue ocean strategy w chan kim and renée mauborgne reveal another way to innovate and grow just as blue ocean strategy redefined the essence of strategy as creating not

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competing beyond disruption redefines and expands the existing view of innovation by introducing a new approach nondisruptive creation that is free from the destructive displacement that happens when innovators set out to disrupt kim and mauborgne reveal the distinct advantages of nondisruptive creation to business and society showing how this new approach to innovation allows companies to grow while also being a force for good with examples that reach across all sectors of the economy and a practical framework for guiding innovation efforts this book shows why nondisruptive creation matters to all of us and why it is likely to become even more important in the future how it complements disruption and how you can identify and execute on nondisruptive opportunities how companies can more thoughtfully pursue their growth and innovation strategies in a way that better balances business and society a practical guide for driving innovation and growth the rich research behind the book coupled with its frame breaking message make it the must read book for the next generation of innovators

SAGE Directions in Organization Studies

2009-09-26

this book looks at customer value creation through marketing decisions and analyses the critical phases of theoretical and methodological advancements in solving certain problems and customer centric issues that firms face the chapters highlight how theories have been borrowed from sociology psychology and economics to understand phenomena such as customer preferences and decision making and how operations research and statistical tools have been applied to take optimal decisions on marketing related issues such as channel management and pricing the volume covers an array of topics including marketing orientation consumer behaviour and marketing mix comprising the elements of product price promotion and place the articles offer both methodological and theoretical contributions and also discuss some key results of implementation of marketing strategies by various firms this book will be of interest to researchers and students of marketing consumer behaviour business management economics finance international marketing services marketing and international business

Journalism and Political Democracy in Brazil

2008

the business year angola 2022 was produced with the support of the agency for private investment and export promotion aipex the chamber of commerce and industry of angola ccia and the minister of agriculture fisheries and features interviews with dozens of top decisionmakers from every major sector of the economy including a special focus on two areas tipped for growth industry and agriculture

Beyond Disruption

2023-05-02

for more than 40 years computerworld has been the leading source of technology news and information for it influencers worldwide computerworld s award winning site computerworld com twice monthly publication focused conference series and custom research form the hub of the world s largest global it media network

Researching Marketing Decisions

2019-05-22

from thomas piketty to david harvey scholars are increasingly questioning whether we are entering into a post capitalist era if so does this new epoch signal the failure of capitalism and emergence of alternative systems or does it mark the ultimate triumph of capitalism as it evolves into an unstoppable entity that takes new forms as it engulfs its opposition after capitalism brings together leading scholars from across the academy to offer competing perspectives on capitalism s past incarnations present conditions and possible futures some contributors reassess classic theorizations of capitalism in light of recent trends including real estate bubbles debt relief protests and the rise of a global creditocracy others examine marx s writings unemployment hoarding capitalist realism and coyote trickster capitalism among many other topics media and design trends locate the key ideologies of the current economic moment with authors considering everything from the austerity aesthetics of reality tv to the seductive smoothness of liquid crystal even as it draws momentous conclusions about global economic phenomena after capitalism also pays close attention to locales as varied as cuba india and latvia examining the very different ways that economic conditions have affected the relationship between the state and its citizens collectively these essays raise provocative questions about how we should imagine capitalism in the twenty first century will capitalism like all economic systems come to an end or does there exist in history or elsewhere a hidden world that is already post capitalist offering alternative possibilities for thought and action

The Business Year: Angola 2022

1988-08-15

Computerworld

2016-07-05

After Capitalism

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