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Systems Analysis and Design in a Changing World - John W. Satzinger 2015-02-01

Refined and streamlined, SYSTEMS ANALYSIS AND DESIGN IN A CHANGING WORLD, 7E helps students develop the conceptual, technical, and managerial foundations for systems analysis design and implementation as well as project management principles for systems development. Using case driven techniques, the succinct 14-chapter text focuses on content that is key for success in today's market. The authors' highly effective presentation teaches both traditional (structured) and object-oriented (OO) approaches to systems analysis and design. The book highlights use cases, use diagrams, and use case descriptions required for a modeling approach, while demonstrating their application to traditional, web development, object-oriented, and service-oriented architecture approaches. The Seventh Edition's refined sequence of topics makes it easier to read and understand than ever. Regrouped analysis and design chapters provide more flexibility in course organization. Additionally, the text's running cases have been completely updated and now include a stronger focus on connectivity in applications. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Good Corporation, Bad Corporation - Guillermo C. Jimenez 2016

"This textbook provides an innovative, internationally oriented approach to the teaching of corporate social responsibility (CSR) and business ethics. Drawing on case studies involving companies and countries around the world, the textbook explores the social, ethical, and business dynamics underlying CSR in such areas as global warming, genetically modified organisms (GMO) in food production, free trade and fair trade, anti-sweatshop and living-wage movements, organic foods and textiles, ethical marketing practices and codes, corporate speech and lobbying, and social enterprise. The book is designed to encourage students and instructors to challenge their own assumptions and prejudices by stimulating a class debate based on each case study"--Provided by publisher.

No Logo - Naomi Klein 2000-01-15

An analysis of the invasion of our personal lives by logo-promoting, powerful corporations combines muckraking journalism with contemporary memoir to discuss current consumer culture

[Principles of Management](#) - Openstax 2022-03-25

Principles of Management is designed to meet the scope and sequence requirements of the introductory course on management. This is a traditional approach to management using the leading, planning, organizing, and controlling approach. Management is a broad business discipline, and the Principles of Management course covers many management areas such as human resource management and strategic management, as well as behavioral areas such as motivation. No one individual can be an expert in all areas of management, so an additional benefit of this text is that specialists in a variety of areas have authored individual chapters. Contributing Authors David S. Bright, Wright State University Anastasia H. Cortes, Virginia Tech University Eva Hartmann, University of Richmond K. Praveen Parboteeah, University of Wisconsin-Whitewater Jon L. Pierce, University of Minnesota-Duluth Monique Reece Amit Shah, Frostburg State University Siri Terjesen, American University Joseph Weiss, Bentley University Margaret A. White, Oklahoma State University Donald G. Gardner, University of Colorado-Colorado Springs Jason Lambert, Texas Woman's University Laura M. Leduc, James Madison University Joy Leopold, Webster University Jeffrey Muldoon, Emporia State University James S. O'Rourke, University of Notre Dame [Graphic Design Solutions](#) - Robin Landa 2013-01-01

Graphic Design Solutions is the most comprehensive, how-to reference on graphic design and typography. Covering print and interactive media, this book examines conceiving, visualizing and composing solutions to design problems, such as branding, logos, web design, posters, book covers, advertising, and more. Excellent illustrations of historical, modern and contemporary design are integrated throughout. The Fifth Edition includes expanded and updated coverage of screen media, including mobile, tablet, desktop web, and motion as well as new interviews, showcases, and case studies; new diagrams and illustrations; a broader investigation of creativity and concept generation; visualization and color; and an updated timeline. Accompanying this edition, CourseMate with eBook brings concepts to life with projects, videos of designers in the field, and portfolio-building tools. Additional online-only chapters—Chapters 14 through 16—are available in PDF format on the student and instructor resource sites for this title, accessed via CengageBrain.com; search for this book, then click on the "Free Materials" tab. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

The Big Book of Conflict Resolution Games: Quick, Effective Activities to Improve Communication, Trust and Collaboration - Mary Scannell 2010-05-28

Make workplace conflict resolution a game that EVERYBODY wins! Recent studies show that typical managers devote more than a quarter of their time to resolving coworker disputes. The Big Book of Conflict-Resolution Games offers a wealth of activities and exercises for groups of any size that let you manage your business (instead of managing personalities). Part of the acclaimed, bestselling Big Books series, this guide offers step-by-step directions and customizable tools that empower you to heal rifts arising from ineffective communication, cultural/personality clashes, and other specific problem areas—before they affect your organization's bottom line. Let The Big Book of Conflict-Resolution Games help you to: Build trust Foster morale Improve processes Overcome diversity issues And more Dozens of physical and verbal activities help create a safe environment for teams to explore several common forms of conflict—and their resolution. Inexpensive, easy-to-implement, and proved effective at Fortune 500 corporations and mom-and-pop businesses alike, the exercises in The Big Book of Conflict-Resolution Games delivers everything you need to make your workplace more efficient, effective, and engaged.

La magia del planning - Antón Álvarez 2017-03-21

Este libro explica cómo es el planning y cómo aplicar sus técnicas, que permiten traducir los datos del mercado a ideas estratégicas. Y también dotar a la comunicación de un nivel de profundidad antes desconocido, cultivando una relación emocional con el consumidor. El autor aprovecha su dilatada experiencia en el mundo de la publicidad, su temprana relación con las técnicas del planning y su trabajo como profesor de esta materia, para ofrecer una obra accesible, completa y rigurosa. Todos los temas van acompañados de ejemplos y casos prácticos. Y se incluye un capítulo específico que explica cómo trabajar con los insights. Esta nueva versión, actualizada y ampliada, incorpora tres capítulos adicionales escritos por planners reconocidos. Enormemente útil para publicitarios, especialistas en comunicación y profesionales del marketing, este libro ha sido elegido en la Universidad Complutense y en escuelas de negocio y universidades de varios países como texto de referencia para la asignatura "Planificación Estratégica". ÍNDICE Introducción.- La lenta irrupción del planning.- Funciones del planner.- El trabajo de investigación.- La formulación de la estrategia.- La redacción del briefing.- Negociando con el cliente.- La sutilidad de los insights.-

Mañana, más.- El planning y los nuevos roles de las marcas tras la irrupción digital.- «Brands for good»: marcas por una buena causa, marcas para siempre.- Cultivando la coherencia de la marca en la comunicación transmedia.

New York Magazine - 1996-09-09

New York magazine was born in 1968 after a run as an insert of the New York Herald Tribune and quickly made a place for itself as the trusted resource for readers across the country. With award-winning writing and photography covering everything from politics and food to theater and fashion, the magazine's consistent mission has been to reflect back to its audience the energy and excitement of the city itself, while celebrating New York as both a place and an idea.

Financial Statement Analysis and Security Valuation - Stephen H. Penman 2006-01-30

Lays out the techniques and principles of financial statement analysis, with a focus on the investor. Works from a conceptual framework and provides tools for practical analysis. Illustrates methods with applications to recognisable companies such as Nike, Microsoft, Dell, and Coca-Cola.

Crimes Committed by Terrorist Groups - Mark S. Hamm 2011-01

This is a print on demand edition of a hard to find publication. Examines terrorists' involvement in a variety of crimes ranging from motor vehicle violations, immigration fraud, and mfg. illegal firearms to counterfeiting, armed bank robbery, and smuggling weapons of mass destruction. There are 3 parts: (1) Compares the criminality of internat. jihad groups with domestic right-wing groups. (2) Six case studies of crimes includes trial transcripts, official reports, previous scholarship, and interviews with law enforce. officials and former terrorists are used to explore skills that made crimes possible; or events and lack of skill that the prevented crimes. Includes brief bio. of the terrorists along with descriptions of their org., strategies, and plots. (3) Analysis of the themes in closing arguments of the transcripts in Part 2. Illus.

Advanced Brand Management - Paul Temporal 2011-09-15

Advanced Brand Management: Managing Brands in a Changing World (Second Edition) is a complete guide to managing the most valuable assets in the business world--brands. In this exciting second edition, Paul Temporal, a world-renowned brand expert, explains how to develop and manage sophisticated strategies that will ensure sustainable brand value. Dr. Temporal addresses issues such as: How to gain and use valuable consumer insights How to use emotion to secure brand success How to create a brand vision How to create a power brand strategy How to develop positioning strategies that bring outstanding results How to respond to brand architecture challenges What to consider in extending, revitalizing, repositioning, and deleting brands How to build a brand culture, engage employees, and carry out internal branding How to create a total communications strategy How to address critical issues in brand management, and the role of speed, agility, and innovation How to structure brand guardianship and management How to track brand success More than 40 case studies, including both successful and unsuccessful international brand management initiatives, illustrate practical applications of the topics covered. New cases include: Google; Twitter; MySpace; Facebook; Zara; Opus; Chivas Regal; MTV; P&G; Coca-Cola; Absolut; Nike; LG; Apple; The Obama presidential campaign Plus more... This stimulating book also features a brand management toolkit--an invaluable collection of questions, exercises, and notes culled from Dr. Temporal's wealth of experience. The toolkit will provide you with your own personal consultancy checklists and support, helping to improve and secure your brand equity. Whether you are in control of an established company, starting up a new one, or have responsibility for a brand in a particular industry or sector, Advanced Brand Management is an indispensable resource.

We Are What We Sell: How Advertising Shapes American Life. . . And Always Has [3 volumes] - Danielle Sarver Coombs 2014-01-15

For the last 150 years, advertising has created a consumer culture in the United States, shaping every facet of American life—from what we eat and drink to the clothes we wear and the cars we drive. • Includes original essays by noted cultural and advertising historians, commentators, and journalists • Provides analysis from experts in advertising and popular culture that places American advertising in historical and cultural context • Supplies a comprehensive examination of advertising history and its consequences across modern America • Presents an extensive analysis of the role of new media and the Internet • Documents why advertising is necessary, not only for companies, but in determining what being "an American" constitutes

Introduction to e-Business - Colin Combe 2012-07-26

An Introduction to e-Business provides the contemporary knowledge of the key issues affecting the modern e-business environment and links theory and practice of management strategies relating to e-business. This book brings together the most cogent themes for an introduction to e-business and constitutes a valuable contribution to formalising common themes for teaching the subject in higher education. It brings together theoretical perspectives based on academic research and the application of e-business strategies. These concepts are further explored in the six case studies that follow the set chapters. This new textbook integrates the main themes to provide a complete picture of the key elements relevant to an introductory text in e-business. To fully appreciate the e-business environment it is necessary to understand the links between the different disciplines that come together to form

From an Idea to Nike - Lowey Bundy Sichol 2019-02

From an Idea to Nike is a fully-illustrated look into how Nike stepped up its sneaker game to become the most popular athletic brand in the world. Humorous black & white illustrations throughout. Ever wonder how Nike became the athletics empire it is today? From an Idea to Nike digs into the marketing campaigns and strategy that turned this running-shoe company into the outfitter for many athletes as well as the iconic American brand. With infographics and engaging visuals throughout, this behind-the-scenes look into the historical and business side of Nike will be an invaluable resource for kids interested in what makes this business run. Find out where the name Nike came from and how the famous swoosh became the signature logo. Learn about the company's first marketing campaign with a star athlete. (Hint: It wasn't Michael Jordan!) Explore the ways Nike expanded marketing from running to basketball, soccer, golf, and beyond!

Economics - Gary E. Clayton 2008

Strategic Management - Forest R. David 2014-07-16

For undergraduate and graduate courses in strategy. In today's economy, gaining and sustaining a competitive advantage is harder than ever. Strategic Management captures the complexity of the current business environment and delivers the latest skills and concepts with unrivaled clarity, helping students develop their own cutting-edge strategy through skill-developing exercises. The Fifteenth Edition has been thoroughly updated and revised with current research and concepts. This edition includes 29 new cases and end-of- chapter material, including added exercises and review questions. MyManagementLab for Strategic Management is a total learning package. MyManagementLab is an online homework, tutorial, and assessment program that truly engages students in learning. It helps students better prepare for class, quizzes, and exams-resulting in better performance in the course-and provides educators a dynamic set of tools for gauging individual and class progress.

Beloved Brands - Graham Robertson 2018-01-06

"Beloved Brands is a book every CMO or would-be CMO should read." Al Ries With Beloved Brands, you will learn everything you need to know so you can build a brand that your consumers will love. You will learn how to think strategically, define your brand with a positioning statement and a brand idea, write a brand plan everyone can follow, inspire smart and creative marketing execution, and be able to analyze the performance of your brand through a deep-dive business review. Marketing pros and entrepreneurs, this book is for you. Whether you are a VP, CMO, director, brand manager or just starting your marketing career, I promise you will learn how to realize your full potential. You could be in brand management working for an organization or an owner-operator managing a branded business. Beloved Brands provides a toolbox intended to help you every day in your job. Keep it on your desk and refer to it whenever you need to write a brand plan, create a brand idea, develop a creative brief, make advertising decisions or lead a deep-dive business review. You can even pass on the tools to your team, so they can learn how to deliver the fundamentals needed for your brands. This book is also an excellent resource for marketing professors, who can use it as an in-class textbook to develop future marketers. It will challenge communications agency professionals, who are looking to get better at managing brands, including those who work in advertising, public relations, in-store marketing, digital advertising or event marketing. "Most books on branding are really for the MARCOM crowd. They sound good, but you find it's all fluff when you try to take it from words to actions. THIS BOOK IS DIFFERENT! Graham does a wonderful job laying out the steps in clear language and goes beyond advertising and social media to show how branding relates to all aspects of GENERAL as well as marketing management. Make no mistake: there is a strong

theoretical foundation for all he says...but he spares you the buzzwords. Next year my students will all be using this book." Kenneth B. (Ken) Wong, Queen's University If you are an entrepreneur who has a great product and wants to turn it into a brand, you can use this book as a playbook. These tips will help you take full advantage of branding and marketing, and make your brand more powerful and more profitable. You will learn how to think, define, plan, execute and analyze, and I provide every tool you will ever need to run your brand. You will find models and examples for each of the four strategic thinking methods, looking at core strength, competitive, consumer and situational strategies. To define the brand, I will provide a tool for writing a brand positioning statement as well as a consumer profile and a consumer benefits ladder. I have created lists of potential functional and emotional benefits to kickstart your thinking on brand positioning. We explore the step-by-step process to come up with your brand idea and bring it all together with a tool for writing the ideal brand concept. For brand plans, I provide formats for a long-range brand strategy roadmap and the annual brand plan with definitions for each planning element. From there, I show how to build a brand execution plan that includes the creative brief, innovation process, and sales plan. I provide tools for how to create a brand calendar and specific project plans. To grow your brand, I show how to make smart decisions on execution around creative advertising and media choices. When it comes time for the analytics, I provide all the tools you need to write a deep-dive business review, looking at the marketplace, consumer, channels, competitors and the brand. Write everything so that it is easy to follow and implement for your brand. My promise to help make you smarter so you can realize your full potential.

Research Methods for Sports Studies - Chris Gratton 2010

This comprehensive, accessible and practical textbook provides a complete grounding in both qualitative and quantitative research methods for the sports studies student. The book offers the reader a step-by-step guide to the research process, from designing a research project, to collecting and analyzing data, to reporting the research, and is richly illustrated throughout with sport-related case-studies and examples from around the world. Now in a fully revised and updated new edition, the book covers key topics such as: choosing an appropriate research design undertaking a literature review key research techniques, including questionnaires, interviews, content analysis and ethnographic studies data analysis, including an introduction to SPSS, as well as guides to descriptive and inferential statistics writing a research report ethical issues in sports research. *Research Methods in Sports Studies* is designed to be a complete and self-contained companion to any research methods course and contains a wealth of useful features, such as highlighted definitions of key terms, revision questions, practical research exercises, and a companion website with web links, multiple choice questions, powerpoint slides, and other learning resources. The book is also an invaluable reference for any student undertaking a dissertation or research project as part of their studies. Visit the companion website at: www.routledge.com/textbooks/9780415493932

Unconscious Branding - Douglas Van Praet 2012-11-13

For too long marketers have been asking the wrong question. If consumers make decisions unconsciously, why do we persist in asking them directly through traditional marketing research why they do what they do? They simply can't tell us because they don't really know. Before marketers develop strategies, they need to recognize that consumers have strategies too . . . human strategies, not consumer strategies. We need to go beyond asking why, and begin to ask how, behavior change occurs. Here, author Douglas Van Praet takes the most brilliant and revolutionary concepts from cognitive science and applies them to how we market, advertise, and consume in the modern digital age. Van Praet simplifies the most complex object in the known universe - the human brain - into seven codified actionable steps to behavior change. These steps are illustrated using real world examples from advertising, marketing, media and business to consciously unravel what brilliant marketers and ad practitioners have long done intuitively, deconstructing the real story behind some of the greatest marketing and business successes in recent history, such as Nike's "Just Do It" campaign; "Got Milk?"; Wendy's "Where's the Beef?" ;and the infamous Volkswagen "Punch Buggy" launch as well as their beloved "The Force" (Mini Darth Vader) Super Bowl commercial.

The Cultural Dimension of Global Business (1-download) - Gary Ferraro 2015-07-22

This book demonstrates how the theories and insights of anthropology have positively influenced the conduct of global business and commerce, providing a foundation for understanding the impact of culture on global

business, and global business on culture.

Sports and Entertainment Marketing - Ken Kaser 2007-03

SPORTS AND ENTERTAINMENT MARKETING 3E continues to use sports and entertainment topics as the foundation for teaching marketing concepts. Each marketing function is incorporated throughout the text and is highlighted with an icon to indicate how it is used in the marketing process.

Greed Gone Good - Jane Elizabeth Hughes 2021-09-07

Greed Gone Good: A Roadmap to Creating Social and Financial Value brings the how-tos of impact finance to a broad-based audience of investors, from the individual to the institutional. Written in an engaging, jargon-free style and loaded with practical advice, it explores the pitfalls and potential of the burgeoning impact revolution—the increasingly widespread belief that business and financial leaders should weigh social value as well as financial value in all of their decisions, to create both a better business model and a better world. Cheerleaders have written a number of books advocating the magic of impact finance. *Greed Gone Good* hopes for the magic too, but also believes that an uncritical eye does not effectively advance the cause. We now have 10 years of impact investing history to examine, and not all of it is laudable. We could hold hands and sing Kumbaya in praise of impact finance; or we could employ constructive criticism to figure out what's gone well and what hasn't, and how we should move forward more productively. *Greed Gone Good* focuses on the roadmap—how to reorient and repackage finance and investing in order to deliver on this promise. In particular, it focuses on how to realize the potential of the impact revolution to become a silver bullet against future failures. *Green Gone Good* will have widespread appeal to investors ranging from individuals and family offices to the world's largest asset managers and investors.

ÇEVİRİBİLİM VE REKLAM ÇEVİRİLERİ - Dr. Betül ÖZCAN DOST 2022-10-27

Çeviribilimin disiplinlerarası doğası diğer disiplinlerle iç içe olmasını ve karşılıklı olarak birbirlerine katkı sağlamalarını beraberinde getirmiştir. Çeviribilimin bu özelliğinden yola çıkarak birçok disiplinlerarası çalışma yapılmıştır. Yapılan çalışmalar hem kuramsal anlamda hem pratikte çevirmenler ve çeviribilimcilere yol gösterici olmuştur. Reklamcılık da bu alanlardan biridir. Küreselleşen dünyada reklamların tüketiciler üzerindeki etkisi oldukça fazladır. Uluslararası reklamcılık alanında bu etkinin farklı dil ve kültürü kullanan toplumlara aktarılmasını ve reklamın amaçlarına ulaşmasını sağlayan çeviridir. Bu çalışma, dilin en can alıcı özelliklerini barındıran reklam metinlerine ve bu metinlerin çevirilerine duyulan meraktan yola çıkarak doğmuş ve reklam çevirileri ile ilgili çalışmaların hem çeviribilim öğrencilerine hem de alandaki çevirmenlere fikir vermesi düşüncesiyle hazırlanmıştır.

Backpacker - 2000-03

Backpacker brings the outdoors straight to the reader's doorstep, inspiring and enabling them to go more places and enjoy nature more often. The authority on active adventure, *Backpacker* is the world's first GPS-enabled magazine, and the only magazine whose editors personally test the hiking trails, camping gear, and survival tips they publish. *Backpacker's* Editors' Choice Awards, an industry honor recognizing design, feature and product innovation, has become the gold standard against which all other outdoor-industry awards are measured.

Minding Culture - Terri Janke 2003

Eight case-studies undertaken in Australia, entitled "Minding Culture: Case-Studies on Intellectual Property and Traditional Cultural Expressions" were selected, prepared, researched and written by Ms. Terri Janke, an Australian lawyer. The studies have been incorporated together in WIPO/GRTKF/STUDY/2.

Essentials of Marketing Research - Kenneth E. Clow 2013-01-09

Essentials of Marketing Research takes an applied approach to the fundamentals of marketing research by providing examples from the business world of marketing research and showing students how to apply marketing research results. This text focuses on understanding and interpreting marketing research studies. Focusing on the 'how-to' and 'so what' of marketing research helps students understand the value of marketing research and how they can put marketing research into practice. There is a strong emphasis on how to use marketing research to make better management decisions. The unique feature set integrates data analysis, interpretation, application, and decision-making throughout the entire text. The text opens with a discussion of the role of marketing research, along with a breakdown of the marketing research process. The text then moves into a section discussing types of marketing research, including secondary resources, qualitative research, observation research, and survey research. Newer methods (e.g. using

blogs or Twitter feeds as secondary resources and using online focus groups) are discussed as extensions of traditional methods such. The third section discusses sampling procedures, measurement methods, marketing scales, and questionnaires. Finally, a section on analyzing and reporting marketing research focuses on the fundamental data analysis skills that students will use in their marketing careers. Features of this text include: - Chapter Openers describe the results of a research study that apply to the topics being presented in that chapter. These are taken from a variety of industries, with a greater emphasis on social media and the Internet. - A Global Concerns section appears in each chapter, helping prepare students to conduct market research on an international scale. This text emphasizes the presentation of research results and uses graphs, tables, and figures extensively. - A Statistics Review section emphasizes the practical interpretation and application of statistical principles being reviewed in each chapter. - Dealing with Data sections in each chapter provide students with opportunities to practice interpreting data and applying results to marketing decisions. Multiple SPSS data sets and step-by-step instructions are available on the companion site to use with this feature. - Each Chapter Summary is tied to the chapter-opening Learning Objectives. - A Continuing Case Study follows a group of students through the research process. It shows potential trade-offs, difficulties and flaws that often occur during the implementation of research project. Accompanying case questions can be used for class discussion, in-class group work, or individual assignments. - End-of-Chapter Critical Thinking Exercises are applied in nature and emphasize key chapter concepts. These can be used as assignments to test students' understanding of marketing research results and how results can be applied to decision-making. - End-of-chapter Your Research Project provides more challenging opportunities for students to apply chapter knowledge on an in-depth basis, and thus learn by doing.

Digesting Femininities - Natalie Jovanovski 2017-07-18

This volume addresses how the rhetoric of feminist empowerment has been combined with mainstream representations of food, thus creating a cultural consciousness around food and eating that is unmistakably pathological. Throughout, Natalie Jovanovski discusses key texts written by women, for women: best-selling diet books, popular cookbooks produced by female food celebrities, and iconic feminist self-help texts. This is the first book to engage in a feminist analysis of body-policing food trends that focus specifically on the use of feminist rhetoric as a harmful aspect of food culture. There is a smorgasbord of seemingly diverse gender roles for women to choose from, but many encourage breaking gender norms and embracing a love of food while perpetuating old narratives of guilt and restraint. *Digesting Femininities* problematizes the gendering of food and eating and challenges the reader to imagine what a genderless and emancipatory food culture would look like.

Consumer Behavior - John C. Mowen 1990

The authors' goal in *Consumer Behavior*, Fifth Edition is three-fold--(1) to provide a current, balanced, comprehensive, and treatment of the field; (2) to fully integrate modern electronic technology into the learning and applying processes; and (3) to provide students with a means of identifying the managerial relevance of the consumer behavior concepts.

Nine Things Successful People Do Differently - Heidi Grant

Halvorson 2017-10-17

Are you at the top of your game—or still trying to get there? Take your cues from the short, powerful *Nine Things Successful People Do Differently*, where the strategies and goals of the world's most successful people are on display—backed by research that shows exactly what has the biggest impact on performance. Here's a hint: accomplished people reach their goals because of what they do, not just who they are. Readers have called this "a gem of a book." Get ready to accomplish your goals at last.

Marke und Gesellschaft - Nina Janich 2009-07-15

Die Autoren dieses Sammelbandes beleuchten Prozesse der Markenbildung und Aspekte der Markenkommunikation aus der Sicht verschiedener Disziplinen. Indem sie die Marke in die Kontexte Werbung und Public Relations stellen, verbinden sie konstruktiv wissenschaftliche und praxisbezogene Perspektiven. Neben Beiträgen zu methodisch-theoretischen Grundlagen enthält der Band auch Untersuchungen zu den sprachlichen und medialen Ebenen der Markenkommunikation sowie deren unterschiedlicher organisatorischer Einbettung. Exemplarisch wird die Etablierung sowohl von Produkt- und Unternehmensmarken als auch von ‚Orten‘ (Institutionen, Städte, Regionen, Länder) als Marken diskutiert. Das Buch wendet sich an Dozierende und Studierende der Sprach-, Kommunikations- und der Wirtschaftswissenschaften und der

Organisationspsychologie sowie an MitarbeiterInnen von Kommunikations- und Werbeagenturen.

Sneaker Wars - Barbara Smit 2009-03-17

Sneaker Wars is the fascinating true story of the enemy brothers behind Adidas and Puma, two of the biggest global brands of athletic footwear. Adi and Rudi Dassler started their shoe business in their mother's laundry room and achieved almost instantaneous success. But by the end of World War II a vicious feud had torn the Dasslers apart, dividing their company and their family and launching them down separate, often contentious paths. Out of the fires of their animosity, two rival sneaker brands were born, brands that would revolutionize the world of professional sports, sparking astonishing behind-the-scenes deals, fabulous ad campaigns, and multimillion-dollar contracts for pro athletes, from Joe Namath to Muhammad Ali to David Beckham.

New York Magazine - 1992-05-11

New York Magazine was born in 1968 after a run as an insert of the *New York Herald Tribune* and quickly made a place for itself as the trusted resource for readers across the country. With award-winning writing and photography covering everything from politics and food to theater and fashion, the magazine's consistent mission has been to reflect back to its audience the energy and excitement of the city itself, while celebrating New York as both a place and an idea.

Game Plan - Warren E. Barhorst 2008-10

Game Plan is not the typical, traditional, how-to business book. It is different in numerous ways from most business books that either bog you down with information overload or bore you to tears with text book techniques. The book is written from a lighthearted standpoint with simple examples and can be read in less than two hours. If a reader needs specific help with a concept, for no additional charge, they can check out gameplanbook.com for articles, examples and resources that address their specific issue.

The Sports Management Toolkit - Paul Emery 2011-04-19

The Sports Management Toolkit is a practical guide to the important management tools and techniques available to those working in the sport and leisure industries. Designed to bridge the gap between the classroom and the workplace, it includes ten free-standing chapters, each of which provides a detailed introduction to best practice in one of the core sports management disciplines. This book is essential reading for all students of sport and leisure management, and for all managers looking to improve their professional practice. Companion Website - <http://cw.routledge.com/textbooks/emery>.

Несвідомий брендинг - Дуглас ван Прает 2021-03-12

Упродовж усього життя нас оточують бренди: одяг, їжа, розваги, всесвітньо відомі імена. Їх усіх об'єднує одне — вони хочуть нам сподобатися. І багатьом це вдається настільки, що ми не уявляємо свого повсякдення без них. Але як? Який секрет успіху тих чи інших брендів? Чому хтось водномить досягає успіху і злітає на вершину популярності, а інші компанії в той же час втрачають усе через один необдуманий маркетинговий крок? Відповідь криється в людській підсвідомості. Несвідомий брендинг — ось сфера багаторічних досліджень Дугласа ван Праета. Книжка буде цікавою як людям, зайнятим у сфері маркетингу, так і покупцям, до яких ми з вами належимо. Автор не претендує на новизну пропонованого матеріалу, про що прямо і говорить. У книжці є багато посилань на різні джерела, які стосуються як маркетингу, так і нейробіології. Із «Несвідомого брендингу» ви дізнаєтеся, як наше прагнення до соціалізації та визнання впливає на кожен найменший вибір тоді, коли ми самі цього не усвідомлюємо. Маркетинг

The Purpose Driven Life - Rick Warren 2012-10-23

Discover and fulfill your God-given purpose by joining the more than thirty-five million others who have embarked on a spiritual journey that started with this #1 *New York Times* bestselling book by Pastor Rick Warren. Before you were born, God knew what your life had in store for you. His hope for you is to discover the life he created just for you--both here on earth, and forever in eternity. Let Rick Warren guide you as you learn to live out your true purpose. *The Purpose Driven Life* is more than a book; it's a road map for your spiritual journey. Combining thoughtful verses from Scripture with timely stories and perspectives from Warren's own life, *The Purpose Driven Life* will help you discover the answer to one of life's most important questions: What on earth am I here for? Throughout *The Purpose Driven Life*, Warren will teach you to spend time getting to know yourself and your creator in order to live your life to the fullest. Unlocking your true purpose will also reduce your stress, simplify your decisions, increase your satisfaction, and, most importantly, prepare you for eternity. Designed to be read over the course of forty-

two days, *The Purpose Driven Life* will help you see the big picture, giving you a fresh perspective on the way that the pieces of your life fit together. Every chapter of *The Purpose Driven Life* provides a daily meditation and practical steps to help you uncover and live out your purpose, starting with exploring three essential questions: The Question of Existence: Why am I alive? The Question of Significance: Does my life matter? The Question of Purpose: What on earth am I here for? Each copy of *The Purpose Driven Life* also includes thoughtful discussion questions, audio Bible studies that go along with every chapter, and access to a supportive online community, giving you the opportunity to dive even deeper into each life-changing lesson.

Logistics Management and Strategy - Alan Harrison 2019

What Great Brands Do - Denise Lee Yohn 2013-11-20

Discover proven strategies for building powerful, world-class brands. It's tempting to believe that brands like Apple, Nike, and Zappos achieved their iconic statuses because of serendipity, an unattainable magic formula, or even the genius of a single visionary leader. However, these companies all adopted specific approaches and principles that transformed their ordinary brands into industry leaders. In other words, great brands can be built—and Denise Lee Yohn knows exactly how to do it. Delivering a fresh perspective, Yohn's *What Great Brands Do* teaches an innovative brand-as-business strategy that enhances brand identity while boosting profit margins, improving company culture, and creating stronger stakeholder relationships. Drawing from twenty-five years of consulting work with such top brands as Frito-Lay, Sony, Nautica, and

Burger King, Yohn explains key principles of her brand-as-business strategy. Reveals the seven key principles that the world's best brands consistently implement. Presents case studies that explore the brand building successes and failures of companies of all sizes including IBM, Lululemon, Chipotle Mexican Grill, and other remarkable brands. Provides tools and strategies that organizations can start using right away. Filled with targeted guidance for CEOs, COOs, entrepreneurs, and other organization leaders, *What Great Brands Do* is an essential blueprint for launching any brand to meteoric heights.

Launch! Advertising and Promotion in Real Time - Michael R. Solomon 2009

"Launch! is written for advertising and promotions courses taught to students in the business school and journalism and mass communication students. This textbook is the first of its kind to teach advertising concepts by reverse engineering a real advertising campaign from beginning to end"--Open Textbook Library.

Creative Strategy in Advertising - Bonnie L. Drewniany 2007

CREATIVE STRATEGY IN ADVERTISING provides everything students need to be successful as advertising professionals in today's fast-changing media environment. Focusing on the idea that good advertising always starts with an understanding of people and an awareness of their needs, the text advances through the creative process step by step. It focuses first on the creative person, and then on strategy and problem solving. Complementing expert instruction with extensive examples of layouts and ad copy, this book gives students the necessary tools to create winning advertising strategies.