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The National
Bureau of Economic
Research, Inc.
(NBER) presents
an abstract of a
paper entitled "The

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Law of One
Price--A Case
Study," by Jonathan
Haskel and Holger
Wolf. Retail
transaction prices
are used to examine
the extent of
violations of the law
of one price. The
findings suggest
that strategic
pricing or other
factors resulting in

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varying markups are reasons for the observed divergences. Users may purchase the full text of the paper.

The Marketing Book is everything you need to know but were afraid to ask about marketing. Divided into 25 chapters,

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each written by an expert in their field, it's a crash course in marketing theory and practice. From planning, strategy and research through to getting the marketing mix right, branding, promotions and even marketing for small to medium enterprises. This

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classic reference
from renowned
professors Michael
Baker and Susan
Hart was designed
for student use,
especially for
professionals taking
their CIM
qualifications.
Nevertheless, it is
also invaluable for
practitioners due to
its modular

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approach. Each chapter is set out in a clean and concise way with plenty of diagrams and examples, so that you don't have to dig for the information you need. Much of this long-awaited seventh edition contains brand new chapters and a new

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selection of experts to bring you bang up to date with the latest in marketing thought. Also included are brand new content in direct, data and digital marketing, and social marketing. If you're a marketing student or practitioner with a question, this

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competitive
international
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helps students
understand state-of-
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marketing practices
and recognize how
marketing managers
work across
business functions

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to achieve overall
corporate goals.

The author
provides relevant
historical
background and
offers logical
explanations of
current trends
based on
information from
marketing
executives and
academic

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researchers around the world. Designed for students majoring in business, this thoroughly updated eighth edition both describes today's multilateral realities and explores the future of marketing in a global context. Building upon four main themes, the

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text discusses
marketing
management in light
of the drastic
changes the global
economy has
undergone, the
explosive growth of
information
technology and e-
commerce, the
economic and
political forces of
globalization, and

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the various
consequences of
corporate action
such as
environmental
pollution,
substandard food
safety, and unsafe
work environments.
Each chapter
contains review and
discussion
questions to
encourage

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classroom participation and strengthen student learning.

Navigating and resolving issues in intercultural communication is an integral part of the interpreter ' s role on a daily basis.

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dimensions of intercultural communication in a variety of key interpreting contexts: business, education, law, and healthcare. Drawing on the unique perspectives of professional interpreters, Cho focuses on two key questions that

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remain

underexamined in

the field of

intercultural

communication:

why does

intercultural

communication

often break down,

and how do

individuals manage

intercultural

communication

issues? Each

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chapter deals with
issues pertinent to
small cultural
aspects of
intercultural
communication,
including gender,
ethnic migrant
communities,
educational cultures
among migrants of
Asian backgrounds,
and monolingualism/
monoculturalism in

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courtroom and
refugee interview
contexts. Spanning
diverse
geographical
domains, the book
highlights the
impact of macro
power on
interpreting as well
as the significance
of individual agency
and micro power,
which can rebalance

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the given
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that rely on r
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and examines
their
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The simple yet
striking lines
of Shaker
design grace
much of the
furniture we
see in high-
end department
stores, and
beautiful
examples of it
adorn the

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is today? This
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study explores
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of the Shaker
style and how
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promoted by
scholars and
artists into
the prominence
it now enjoys.
The heart of
the Shaker
style lies in
the religious
movement
founded in the
eighteenth

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century, where
Stephen Bowe
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Richmond begin
their
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From there,
the authors
chart the
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the style into
the twentieth

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and then
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breaking

textbook looks

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of managing

across

cultures: the

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book brings in frameworks from marketing, sociology, psychology, and communication studies to redefine the influencer as a persona (related to a person, group of people, or organization) that possesses greater than average sway over others. Cornwell

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and Katz go on to:
introduce the
influencers, macro
and nano, authentic
and inauthentic,
ascending and
fading; consider their
relationship to brands
in the marketing
ecosystem, along
with regulations that
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influencer marketing;
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influence is measured and evaluated and look into the future; and bring together the latest research on influencer marketing and organize it for the reader. The book serves both those who want to understand the science behind influencer marketing

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the traditions of
history,
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in

multicultural
competence that
will be highly
valued by their
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employers. As
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becoming global
managers, and
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distinguishes a
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competitors?

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assess and

enhance the

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the world, and
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countries, the subject
of consumption has
not received
sufficient attention
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of Consumer Culture
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has long prevailed
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of social scientists
from this region that
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and consumptive
behaviour is a
socially destructive
phenomenon and
one of the main
causes of problems
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society. This
impression has

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prevented them from
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symbolic dimension
of consumption and
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symbolic aspects of consumer culture or the mutual interaction of culture and marketing communication, for example, have remained outside the realm of academic interest. The absence of comprehensive academic interest in

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the topic of
consumer culture
does not, however,
mean that consumer
culture is not a
subject of research.
Such research,
instead, takes place
outside of the sphere
of the university in
the commercial
sector and is

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primarily focused on issues of how to successfully sell products and services. Due to competitive concerns, commercial research into consumer culture has led to the privatization of its results, which runs

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contrary to the ideal
of science as an open
and critical project.

The goal of this
book is to create a
counterbalance to
this "science in the
shadows" and
overcome the mutual
distrust between the
academic and
commercial spheres

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and make possible
the transfer of recent
discoveries between
the two parties. This
publication is
dedicated to the
exploration of three
areas of consumer
culture: research on
consumer culture
and consumer
behaviour in post-

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socialist countries
(especially in the
Czech Republic),
new developments in
the theory of
consumer culture
and innovative
methodological
approaches to its
research and, finally,
to recent criticism of
consumer culture

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and consumerism. It emerged from the collaboration of a team of authors made up of leading European researchers in the field of consumer culture, such as Kate Soper (London Metropolitan University), Franz

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Liebl (Berlin University of the Arts) and Rainer Gries (University of Vienna), as well as promising young scholars from the Czech Republic, Great Britain, Sweden, Serbia, Poland and Portugal. This book will be of

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great interest to
students and scholars
of sociology,
cultural studies,
marketing and
market research.

Companies that
Changed the World
tells the fascinating
stories of 50 joint-
stock companies or
companies based on

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that model that have exerted a critical influence on the social and economic history of the past four hundred years. As well describing clearly and accessibly the companies growth and influence over time, and profiling

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the pioneering
entrepreneurs who
built them, Jonathan
Mantle s text is
crammed with
intriguing and
unexpected
information: from
the role played by
the humble pigeon in
the history of news
dissemination to

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how a pharmacist's
five-cent patent
medicine became the
world's most
powerful brand.
Each of the 50
companies profiled
has changed and
reflected change in
the world of its time,
in far-reaching and
often unexpected

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ways. Together, their stories amount to nothing less than a concise history of commerce and capitalism.

Text and Cases

The Use of English
in Institutional and
Business Settings

Third International
Conference,

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PERSUASIVE

2008, Oulu, Finland,
June 4-6, 2008,

Proceedings

An Executive Digest
Translation and
Localization

The Marketing Book
International
Management
Behavior

Employing

Page 122/192

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**numerous
examples of
classic British
design,
Designing
Modern Britain
delves into the
history of British
design culture,
and thereby
tracks the
evolution of the
British national
identity.**

***Responding to
the demands of
the Framework
for Teaching
English, Years
7-9, within the
context of the
revised National
Curriculum, the
Level Best series
offers a carefully
structured and
motivating
approach to***

***English for 11 to
14 year-olds.
Making clear the
purpose and
structure of each
unit and the
skills being
developed, the
books offer
opening
questions for
discussion in
small groups and
provide***

***opportunities
throughout to
learn in a variety
of ways.***

***Encouraging
students
throughout to
examine and
explain how they
reached their
conclusions, the
series provides
plenty of support
in order to***

***increase
confidence and
achievement. It
aims to guide
students towards
realistic targets
by encouraging
reflection on
what has been
learnt during the
course of each
unit before
moving on to the
next level. The***

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***Teacher
Resource Books
provide extensive
support,
including
suggestions for
teaching styles,
model answers
and
photocopiable
worksheets.
Written as a
guide to the
National***

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Curriculum requirements for Design & Technology, this book aims to help pupils to progress through Key Stage 3 and to ensure that they are well prepared for the start of their GCSE course. It explains what the

***subject is about
and the areas of
study involved,
and gives an idea
of the kind of
work pupils are
likely to be doing
in Years 7, 8 and
9, depending on
which areas their
school offers. It
then provides a
check-list of the
things pupils are***

expected to learn about during Key Stage 3, and finally explains the attainment targets and advises on what needs to be done for progression to the next level. Also included in an illustrated glossary of significant design

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***n-and-technology
words.***

***The Practical
Guidance in the
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Foundation
Stage series will
assist
practitioners in
the smooth and
successful
implementation
of the Early
Years Foundation***

Stage. Each book gives clear and detailed explanations of each aspect of Learning and Development and encourages readers to consider each area within its broadest context to expand and develop their

***own knowledge
and good
practice.***

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and activities for
all age groups
are offered along
with a wealth of
expertise of how
elements from
the practice
guidance can be
implemented
within all early***

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years settings.

The books

include

suggestions for

the innovative

use of everyday

ressources,

popular books

and stories. This

book offers an in-

depth

understanding of

children's

thinking skills

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***from a
psychological
perspective. The
book introduces
the Learning
Tools model, a
vital cognitive
tool used by
children to learn
and solve
problems, and
gives practical
ideas on how
practitioners can***

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***use everyday
materials to
promote problem
solving and early
numeracy skills
through play.
Readers are
encouraged to
reflect on their
own practice and
understanding to
help them
provide learning
opportunities to***

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***meet the unique
needs of all
children in their
setting.***

A Case Study

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Operations

Report

Essentials of

Psychology

Domestic

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***Intercultural
Communication
in Interpreting
A Guide for
Technical and
Professional
Communicators***

What happens off the football pitch? This volume mixes storytelling with theoretical and conceptual reasoning to analyse marketing,

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product, product development and management, as well as (in football terms), the atmosphere, match, training and club management. This book explores the intercultural problems related to the widespread use of English in written and oral communication by native and non-

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native speakers in institutional and business settings. Each chapter looks at a different set of issues emerging from the confrontation of cultures across national, institutional and organizational discourse communities, taking an intercultural or cross-cultural

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approach. The focus is on workplace settings, both in institutional and business contexts (e.g. politics, public services, media, international corporate communication, advertising, business negotiations, etc.). The theme is all the more interesting today

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not only in
consideration of the
sheer magnitude of
this phenomenon and
its capillary spread,
but above all on
account of the
pervasive penetration
of English into
professional and
workplace contexts as
a communication
language also for
local/internal

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communication. The complexity of intercultural communication as an object of research is reflected in the variety of the topics explored, the range of settings investigated, and the diversity of methodological approaches taken. This book has been written for

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experienced managers and students in postgraduate programs, such as MBA or specialized Masters programs. In a systematic yet concise manner, it addresses all major issues companies face when conducting business across national and cultural

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boundaries, including assessing and selecting the most promising overseas markets, evaluating market entry alternatives, examining the forces that drive adaptation versus standardization of the marketing mix. It looks at the various global marketing

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challenges from a strategic perspective and also addresses topics not usually found in international marketing texts, such as aligning marketing strategies with global organizational structures, managing the relationship between national subsidiaries, regional headquarters and

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global headquarters,
as well as corporate
social responsibility
challenges, and
pertinent future trends
that are likely to affect
global business.

Detailed yet
accessible,
Translation and
Localization brings
together the research
and insights of
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translators to offer comprehensive guidance for technical communicators. The volume begins with the fundamentals of translation before leading readers through the process of preparing technical documents for translation. It then presents the broader area of localization,

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again beginning with its key competencies. Concluding chapters examine the state of the field as computers take on more translation and localization work. Featuring real-life scenarios and a broad range of experienced voices, this is an invaluable resource for technical and

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professional
communicators
looking to expand into
international markets.
This book will be of
interest to students of
ethnic conflict, Asian
politics, and security
studies.

The Law of One Price
Czech Republic
Global Writing for
Public Relations
On Target for Key

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Stage 3

An Intercultural
Perspective

A Companion to
Contemporary Design
since 1945

The Commodification
of Shaker Design in
the Twentieth Century

*This
introductory
text explores
the socio-
cultural*

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*surround in
which
interpersonal
communication
takes place, and
considers the
interface
between
interpersonal
and mass
communication.
Winner of the
Management and
Leadership*

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Textbook

*category at the
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Management
explores
management
opportunities in
encounters
across the world
between
national,*

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*organizational,
political,
professional and
social cultures.
It is soundly
based
theoretically
and supported
with real-life
international
examples from
contemporary
events and
situations,*

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*exploring
contemporary and
historical
material to
provide insights
for today's
managers who
find themselves
dealing with
diversity and
difference. From
a historical
perspective and
a uniquely cross-*

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*disciplinary
approach,
Elizabeth
Christopher
identifies the
major leadership
styles that
continue to
characterise
people across
regions,
nations,
communities and
organisations,*

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*within groups
and as
individuals.
International
Management is a
practical and
comprehensive
textbook for
successful
negotiation in a
world rich not
only in cultural
diversity but
also in*

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convergence. It also covers the ethical, moral and environmental ramifications of business today and the corporate leaders who are learning to manage their businesses across nations

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*and continents,
not only
profitably but
in ways that
contribute to
societies
overall through
economic,
environmental
and social
action.*

*International
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indispensable*

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*guide for
students and
practitioners to
key issues of
cross-cultural
management,
suitable to
accompany online
or private
studies, or a
teaching unit
within
professional and
university*

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*graduate studies
of international
management.*

*Although 'home'
is central to
most people's
experience of
everyday life,
the meaning of
home is often
taken for
granted. In this
accessible and
student-friendly*

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*introduction to
domestic
cultures, Joanne
Hollows surveys
current thinking
and approaches
to demonstrate
why home is so
central to our
lives. Domestic
Cultures
examines which
meanings and
values have been*

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*associated with
home and
demonstrates how
these have been
transformed and
reworked in
different
historical
contexts. The
book shows that
while certain
meanings of
domestic culture
are frequently*

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produced 'for us', these can be negotiated and resisted through everyday home-making practices. She demonstrates how elements of domesticity have been dislocated and mobilized within public life. This wide-

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*ranging text
challenges a
range of ideas
about domestic
culture. It
examines how the
meanings of
domestic life
are produced
across a range
of discourses
and practices,
from
architecture,*

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*lifestyle media
and advertising
to home
decoration,
cooking and
watching
television. The
book
demonstrates how
domestic
cultures are not
only linked to
particular ideas
about gendered*

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*identities, but
how they are
also
differentiated
by class, race
and sexuality.
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Cultures is a
key introductory
text for media,
sociology and
cultural studies
students.*

This is the

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for students and
executives
developing the
knowledge,
perspective and
skills required
for leading and
managing people
in global*

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business. This guide provides a comprehensive overview of international management, structured around the core challenges and opportunities faced by global managers. This encompasses: the role of the

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*global manager,
working on an
individual and
organizational
level, and
understanding
how to manage a
diverse
workforce.*

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chapters address
key subjects,
including: the
global mindset,*

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across cultures,
strategy
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change
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wealth of
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knowledge with
current real-
world examples
across a range
of cultures and
industry
sectors. The
authors focus on
research that
provides the
most immediate,*

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*practical
guidance for
managers, with
well-chosen
examples to
demonstrate
practical
implementation
and bring key
concepts to
life. To
accompany the
revised and
updated seventh*

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*edition of
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updated
instructor
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designed in
conjunction with
the main text to
assist the
teaching and
development of
global leaders.
Selling Shaker
On Price-setting
for Identical
Products in
Markets Without
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Barriers

Companies that

Changed the

World

Measuring,

Making, and

Managing Brand

Success

Management

across Cultures

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Edition

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Management

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exists all

around us. It

influences

politics,

policy, social

interactions,

teaching and

learning

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*science, and
even workplace
practices. In
Essentials of
Psychology,
authors Saul
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J. Privitera,
and Krisstal D.
Clayton propel
students into a
clear, vibrant
understanding*

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the role of a
psychologist,
carrying out
experiments;
and making
predictions.*

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an intuitive
digital
platform that
delivers this
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experience as a
marketing
consultant to
put together
this highly
engaging and
practical book
for developing,
improving and
controlling the
identity of
your brand.*

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*Connecting in
English with
Stakeholders
and Publics
Worldwide
Consumer
Culture
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Approach to
Achieving
Complementarity
and Synergy
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