

Las 22 Leyes Inmutables Del Marketing

"A business book with a difference: clear-cut advice, sharp writing and a minimum of jargon." Newsweek "Revolutionary! Surprising!" Business Week "Chock-a-block with examples of successful and failed marketing campaigns, makes for a very interesting and relevant read." USA Today

THE MILLION COPY INTERNATIONAL BESTSELLER Drawn from 3,000 years of the history of power, this is the definitive guide to help readers achieve for themselves what Queen Elizabeth I, Henry Kissinger, Louis XIV and Machiavelli learnt the hard way. Law 1: Never outshine the master Law 2: Never put too much trust in friends; learn how to use enemies Law 3: Conceal your intentions Law 4: Always say less than necessary. The text is bold and elegant, laid out in black and red throughout and replete with fables and unique word sculptures. The 48 laws are illustrated through the tactics, triumphs and failures of great figures from the past who have wielded - or been victimised by - power.

(From the Playboy interview with Jay-Z, April 2003)

PLAYBOY: Rap careers are usually over fast: one or two hits, then styles change and a new guy comes along. Why have you endured while other rappers haven't? **JAY-Z:** I would say that it's from still being able to relate to people. It's natural to lose yourself when you have success, to start surrounding yourself with fake people. In *The 48 Laws of Power*, it says the worst thing you can do is build a fortress around yourself. I still got the people who grew up with me, my cousin and my childhood friends. This guy right here (gestures to the studio manager), he's my friend, and he told me that one of my records, *Volume Three*, was wack. People set higher standards for me, and I love it. In the same right-to-the-point, no-nonsense style that was a hallmark of *Positioning*, this sequel squares off against critical marketing challenges such as how to make sure your message gets through in an era of information overload.

Este libro tiene como finalidad el dar a conocer todos aquellos datos básicos de partida para el desarrollo del Plan Estratégico. El contenido teórico que aporta muestra las diferentes técnicas de planificación desde la perspectiva fundamental del Marketing.

How to Draw Manga

The New Paradigm for Connecting Brands to People

Black Brands

21 Ways You Can Out-Think, Out-Perform, and Out-Earn the Competition

11 Immutable Laws of Internet Branding

Of Crimes and Punishments

Secrets, lessons and insights from the frontline of world-class branding and marketing. This book exposes the marketing secrets and lessons learnt from one of the world's most exciting global brands-Coca Cola-and how you can apply them to your own brand. It explores the core beliefs and principles that were needed to evolve one of the most powerful marketing machines on the planet that worked successfully across cultures and fast-changing environments. The author was part of a team of outstanding individuals and agencies that generated better, faster and more effective marketing on an unprecedented level. Through a combination of research, theory and real-life experience, Lamelas explains why and how marketing works, and offers a proven framework to help you master your own marketing strategy. Marketing received 5 stars from the highly acclaimed book reviewer, Readers' Favorite

Bestselling marketing guru Al Ries and his daughter and partner Laura divulge the revolutionary strategies needed to successfully build your company, product or service into a profitable brand using the internet. The Internet is the first major new communication medium to be introduced since television and businesses ignore it at their peril. If the Internet is going to take its place alongside the other major media it will be because it exploits a powerful new attribute - interactivity. The Internet will make traditional forms of branding, such as conventional advertising, redundant. In order to succeed in branding on the net, the message to customers must be interactive. Al and Laura Ries examine this dilemma and explain how their other revolutionary principles can help your company to build a brand on the net. Like the 22 Immutable Laws of Marketing and the 22 Immutable Laws of Branding, this will be a smart snappy read full of practical advice and marketing savvy. The authors will use anecdotes from their own consulting business with top companies to illustrate how Internet branding really works.

Las 22 leyes inmutables del marketing son fruto de los ms de 2 aos de experiencia como consultores de Al Ries y Jack Trout. En esta breve, pero intensa obra, describen las reglas definitivas que gobiernan el mundo del marketing. Con una extraordinaria clarividencia para el futuro, ofrecen las 22 herramientas imprescindibles para acometer con xito la dura competencia de la dcada de los aos noventa. Ejemplos reales, directos y especificos de resultados ptimos o fracasos totales de famosas empresas multinacionales lo convierten en el libro de marketing ms prtico que se haya escrito nunca. Todas las leyes son fundamentales, pero nunca pierda de vista las tres primeras: La ley del liderazgo La ley de la categoria La ley de la mente

Conocimiento del consumidor. Clasificación de consumidores. Necesidades y expectativas. Entorno del consumidor. La empresa, el consumidor y recursos humanos. Producto, servicio y precio. La distribución. La comunicación.

Marketing

Think & Grow Rich

Embrace Them and Empower Your Team

Dirección de productos y marcas

Arquitectura de marcas

The Business of Managing and Marketing in the Age of Turbulence

How To Draw Manga Volume 22: Bishouju Around The World

Las 22 leyes inmutables del marketing *lelas a su propio riesgo* McGraw-Hill Companies

This proceedings volume highlights the latest research presented at the 8th International Conference on Research on National Brand & Private Label Marketing (NB&PL2021). The topics covered include: retailing, private label portfolio and assortment management, marketing of premium store brands, using national brands to exclude (delist) and include, optimal assortment size, consumer store patronage, etc. Several contributions also focus on private label pricing and promotion, especially on the relative pricing of standard and premium private labels, and with regard to the national brands in the assortment.

Building and maintaining a successful team is no simple task. Even people who have taken their teams to the highest level in their field have difficulty recreating what accounted for their successes. Is it a strong work ethic? Is it "chemistry"? What tools can you wrap your hands around to build? or rebuild? your team? In The 17 Indisputable Laws of Teamwork, leadership expert and New York Times best-selling author John C. Maxwell shares the vital principles of team building that are necessary for success in your business, family, church, or organization. In his practical, down-to-earth style, Dr. Maxwell shows how: The Law of High Morale inspired a 50-year-old man who couldn't even swim to train for the toughest triathlon in the world. The Law of the Big Picture prompted a former U.S. president to travel across the country by bus, sleep in a basement, and do manual labor. Playing by The Law of the Scoreboard enabled one web-based company to keep growing and make money while thousands of other Internet businesses failed. Ignoring The Law of the Price Tag caused one of the world's largest retailers to close its doors after 128 years in business. The 17 Indisputable Laws of Teamwork will empower you? whether coach or player, teacher or student, CEO or non-profit volunteer? with the "how-tos" and attitudes for building a successful team.

Un nuevo enfoque de mercadeo

Marketing 5.0

Emotional Branding

The Conflict of the Ages Illustrated in the Lives of Holy Men of Old

NutriSearch Comparative Guide to Nutritional Supplements

Creating a Business That Can Thrive Without You

Rodolfo Eduardo Biasca es un prestigioso especialista en temas de management. Revistas especializadas lo han calificado como uno de los gurues argentinos. Es el autor iberoamericano que mas ha escrito sobre temas de transformacion empresarial (15 libros). Estudio en Argentina, Estados Unidos, Europa y Japon y trabajo en 25 pafses. Ha tenido una intensa vida profesional: ha sido gerente y consultor en mas de 120 organizaciones, ense?ado en mas de 60 universidades y dirigido sociedades profesionales. Se lo ha distinguido con numerosos premios. .Vea detallada informaci?n sobre el autor en las paginas finales del libro. LAS MAYORES FORTALEZAS DEL e-LIBRO SON: EL e-LIBRO TIENE UN APENDICE EN INTERNET! El libro tiene por complemento un apendice en Internet, de uso opcional y gratuito. Se actualiza peri=dicamente. Es una gufa de estudio con preguntas, ejercicios, casos e informaci=n que permite una actualizaci=n permanente. Tiene novedades, vnculos en Internet, videos, conferencias, reportajes. Incluye los nuevos articulos del autor y la posibilidad de conectarse con el por correo electronico. El lector puede participar en el foro.

The Globally Harmonized System of Classification and Labelling of Chemicals (GHS) addresses classification and labelling of chemicals by types of hazards. It provides the basis for worldwide harmonization of rules and regulations on chemicals and aims at enhancing the protection of human health and the environment during their handling, transport and use by ensuring that the information about their physical, health and environmental hazards is available. The sixth revised edition includes, inter alia, a new hazard class for desensitized explosives and a new hazard category for pyrophoric gases; miscellaneous amendments intended to further clarify the criteria for some hazard classes (explosives, specific target organ toxicity following single exposure, aspiration hazard, and hazardous to the aquatic environment) and to complement the information to be included in section 9 of the Safety Data Sheet; revised and further rationalized precautionary statements; and an example of labelling of a small packaging in Annex 7.

Aunque hace menos de dos años que se publicó la primera edición de Nuevas Tendencias en Comunicación, la dinámica extraordinaria del mercado y el interés que suscitan los fenómenos emergentes relacionados con la comunicación, han hecho que fuera necesario presentar la Segunda Edición del texto. Son muchas las novedades que el lector encontrará en esta edición, pero por encima de todo, se ha hecho especial hincapié en la actualización de los casos prácticos, las cifras asociadas y en la inclusión de un nuevo capítulo dedicado a la comunicación interna, subrayando el papel protagonista que está teniendo esta función en muchas organizaciones. De todas las áreas implicadas en la comercialización de productos y servicios, la comunicación es la que está experimentando los cambios más rápidos y drásticos. La fragmentación de medios y soportes de comunicación, la aparición de nuevas tecnologías y los cambios en el comportamiento del consumidor hacen que sea necesario actualizar su contexto, y exponer las tendencias más importantes. Realizar un seguimiento de esos cambios, e intentar comprender su utilidad y conveniencia, se convierte en algo crucial para agencias, anunciantes, e incluso consumidores, más activos que nunca en sus "diálogos" con las marcas. Este libro pretende servir de guía a estudiantes, profesores y profesionales, para que puedan estar al día de las nuevas corrientes en comunicación, a través de casos y experiencias prácticas de las compañías que más han evolucionado en este aspecto. A través de estas experiencias, los estudiantes podrán ver plasmada la teoría y los profesionales encontrar estímulos e ideas que les permitan implementar las últimas estrategias de comunicación. Desde esta perspectiva, se analizan no sólo la comunicación on-line, sino también el buzz marketing, el advergaming, la comunicación sensorial y muchas otras tendencias, puestas en práctica por empresas como Apple, BMW, Coca Cola, Adidas o Starbucks. En definitiva, un completo estudio de cómo evoluciona la comunicación y qué es lo que podemos esperar en el futuro del área más compleja y apasionante del

marketing. Autores: Juan Carlos Alcaide; Sonia Carcelén García; Angel Luis Cervera Fantoni; Pedro Cuesta Valiño; Pablo Gutiérrez Rodríguez; Belén López Vázquez; Gema Martínez Navarro; José Manuel Mas Iglesias; Ma Jesús Merino Sanz; Teresa Pintado Blanco; Joaquín Sánchez Herrera; Ana Sebastián Morillas. Índice Comunicación 360o.- Comunicación Online.- Técnicas de comunicación en la Web 2.0.- Comunicación viral y buzz marketing.- La comunicación móvil.- Nuevas tendencias en comunicación interna.- Advertainment.- Advergaming.- Street Marketing y Ambient Marketing.- Comunicación experiencial y sensorial.- Otras tendencias de comunicación.

Ries and Trout share their rules for certain successes in the world of marketing. Combining a wide-ranging historical overview with a keen eye for the future, the authors bring to light 22 superlative tools and innovative techniques for the international marketplace.

Built to Sell

Lessons Learned the Hard Way

A Study of The Hermetic Philosophy of Ancient Egypt and Greece

Historias fabulosas del marketing

Dirección Estratégica de Marketing

The 17 Indisputable Laws of Teamwork

Emotional Branding is the best selling revolutionary business book that has created a movement in branding circles by shifting the focus from products to people. The "10 Commandments of Emotional Branding" have become a new benchmark for marketing and creative professionals, emotional branding has become a coined term by many top industry experts to express the new dynamic that exists now between brands and people. The emergence of social media, consumer empowerment and interaction were all clearly predicted in this book 10 years ago around the new concept of a consumer democracy. In this updated edition, Marc Gobé covers how social media helped elect Barack Obama to the White House, how the idea behind Twitter is transforming our civilization, and why new generations are re-inventing business, commerce, and management as we know it by leveraging the power of the web. In studying the role of women as "shoppers in chief," and defining the need to look at the marketplace by recognizing differences in origins, cultures, and choices, Emotional Branding foresaw the break up of mass media to more targeted and culturally sensitive modes of communications. As the first marketing book ever to study the role of the LGBTQ community as powerful influencers for many brands, Emotional Branding opened the door to a renewed sensitivity toward traditional research that privilege individuality and the power of the margins to be at the center of any marketing strategy. A whole segment in the book looks at the role of the senses in branding and design. The opportunity that exists in understanding how we feel about a brand determines how much we want to buy. By exploring the 5 senses, Emotional Branding shows how some brands have built up their businesses by engaging in a sensory interaction with their consumers. Emotional Branding explores how effective consumer interaction needs to be about senses and feelings, emotions and sentiments. Not unlike the Greek culture that used philosophy, poetry, music, and the art of discussion and debate to stimulate the imagination, the concept of emotional branding establishes the forum in which people can convene and push the limits of their creativity. Through poetry the Greeks invented mathematics, the basis of science, sculpture, and drama. Unless we focus on humanizing the branding process we will lose the powerful emotional connection people have with brands. Critics hailed Emotional Branding as a breakthrough and a fresh approach to building brands. Design in this book is considered a new media, the web a place where people will share information and communicate, architecture a part of the brand building process, and people as the most powerful element of any branding strategy. Most importantly, it emphasizes the need to transcend the traditional language of marketing--from one based on statistics and data to a visually compelling new form of communication that fosters creativity and innovation. Allworth Press, an imprint of Skyhorse Publishing, publishes a broad range of books on the visual and performing arts, with emphasis on the business of art. Our titles cover subjects such as graphic design, theater, branding, fine art, photography, interior design, writing, acting, film, how to start careers, business and legal forms, business practices, and more. While we don't aspire to publish a New York Times bestseller or a national bestseller, we are deeply committed to quality books that help creative professionals succeed and thrive. We often publish in areas overlooked by other publishers and welcome the author whose expertise can help our audience of readers.

In this inspiring guide to successful leadership, New York Times bestselling author John C. Maxwell shares his tried and true principles for maximum personal growth. Are there tried and true principles that are always certain to help a person grow? John Maxwell says the answer is yes. He has been passionate about personal development for over fifty years, and for the first time, he teaches everything he has gleaned about what it takes to reach our potential. In the way that only he can communicate, John teaches . . . The

Law of the Mirror: You Must See Value in Yourself to Add Value to Yourself
The Law of Awareness: You Must Know Yourself to Grow Yourself
The Law of Modeling: It's Hard to Improve When You Have No One But Yourself to Follow
The Law of the Rubber Band: Growth Stops When You Lose the Tension Between Where You are and Where You Could Be
The Law of Contribution: Developing Yourself Enables You to Develop Others
This third book in John Maxwell's Laws series (following the 2-million seller *The 21 Irrefutable Laws of Leadership* and *The 17 Indisputable Laws of Teamwork*) will help you become a lifelong learner whose potential keeps increasing and never gets "used up."

One of the most respected marketing gurus in the world shows why some of today's biggest brands are having trouble and how to avoid repeating their mistakes. It wasn't long ago that Levi-Strauss, Xerox, Crest, AT&T, Firestone, and Digital Equipment dominated their respective markets. What happened to undermine their standings and of those of other superbrands? Are their declines simply the inevitable consequence of change and the birth of new competition? In this important predecessor to the classic *Differentiate or Die*, "the king of positioning," Jack Trout answers that question with a resounding "No!" Writing in his signature, straight-from-the-hip style he reveals the disastrous marketing and strategy blunders that led to the dissolution of the most recognized superbrands. He clearly shows how those mistakes could have been avoided. With the help of in-depth case studies chronicling the events leading up to the falls from grace of Sears, Miller Brewing, Xerox, Crest, Burger King, and other past market leaders, he identifies the ten most common mistakes that big brands make, and he develops a set of expert guidelines for marketing managers and executives on how to build, protect, manage, and expand their companies' brands and avoid brand-killing blunders.

Trad. de: The 22 immutable laws of branding. how to build a product or service into a world-class brand.

Getting Everything You Can Out of All You've Got

22 IRREFUTABLE LAWS OF ADVERTISING AND WHEN TO VIOLATE THEM

La teoría del marketing estratégico

viólelas a su propio riesgo

The Story of Patriarchs and Prophets

Bishoujo Around the World

Recoge: El plan de marketing ; Metodología para la elaboración de un plan de marketing ; Desarrollo de las etapas del plan de marketing ; Análisis D.A.F.O. ; La definición de objetivos ; Selección de estrategias ; Realización de planes y presupuestos ; Control del plan de marketing ; Casos prácticos.

The Kybalion: A Study of the Hermetic Philosophy of Ancient Egypt and Greece is a book originally published in 1908 by New Thought author William Walker Atkinson under the pseudonym "The Three Initiates". This book is not exactly The Kybalion itself, it is more of a critical interpretation by Atkinson on hermetic philosophy. As such, it should be read with this in mind that it is not an authoritative hermetic text, but one only dedicated to Hermes Trismegistus. The Kybalion presents seven universal principles it proposes to be the Seven Hermetic Principles: Mentalism, Correspondence, Vibration, Polarity, Rhythm, Cause and Effect, and Gender. These principles are essentially explications of cycles, and before these principles is the notion of the primacy of mind as the cause of All (philosophical mentalism). This idea of mentalism is inspired by what is written about the Mind in The Hermetica. Coinciding with Spiritualism, New Thought, and Theosophy, the book became very popular in New Age movements, particularly with its notion of spiritual and mental alchemy. The Kybalion is a text which must be read with this in mind, while it is an interpretation of hermetic philosophy, it is in part still a relic of its time. Its influence cannot be understated, and the need to read it critically cannot be overstated.

La marca se ha convertido en un importante activo empresarial. Cualquier empresa que logre acreditar una marca en un mercado sabe que ese "nombre" vale por sí solo más que otros muchos activos más tangibles. Pero la marca es mucho más que un nombre. Tanto la identidad de marca como la imagen de marca definen la capacidad que tiene la empresa de relacionarse con los clientes, y establecen su potencial para crear, mantener y consolidar un capital comercial basado en los consumidores.

We have entered into an entirely new era, an age of increasingly frequent and intense periods of turbulence in the global economy. Unlike past recessions, today's crises have precipitated a need for businesses to develop a new mindset, one that takes into account intermittent periods of disturbance, allowing them to thrive while under the constant threat of chaos. Chaotics presents a revolutionary set of guidelines designed to help businesses: • detect sources of turbulence • prepare scenarios • predict resulting vulnerabilities and opportunities • develop responses to ensure long-term resilience and success • avoid risk while advancing the interests of the company • build flexibility into the balance sheet • price strategically • adjust products to meet new customer values • and more. Complete with metrics and measurements, Chaotics outlines a powerful new system for managing waves of uncertainty affecting customers, employees, and other stakeholders. In this climate of increased turbulence, no organization can survive with less.

Las 22 Leyes Inmutables De LA Marca

Advances in National Brand and Private Label Marketing

Big Brands Big Trouble

Marketing Warfare

In the Age of Transparency

Cómo se hace un plan estratégico (Teoría)

Este trabajo responde en su estructura y contenido a los manuales más avanzados sobre el comportamiento del consumidor. Sin embargo, difiere de los mismos en el planteamiento expositivo. La línea argumental se basa en la formulación de conceptos, planteamiento de interrogantes, discusión de soluciones, incorporación de aportaciones ajenas, suministro de datos, y todo ello con una lógica racional y desordenada. Se pretende desarrollar el conocimiento de los consumidores. En definitiva, pensar y hacer pensar.

Who manufactures cereal for Kellogg's? Why are the Mercedes Smart and the Renault Twingo almost identical? Do Danone and Nestlé really manufacture everything they make us believe they manufacture? Is Zara an opaque or a transparent brand? Why do some companies claim "we do not manufacture for other brands" when yet they hide from us the fact that sometimes "other brands manufacture for them"? The number of companies outsourcing the whole of their production for their brands in an opaque manner is constantly increasing while they disregard the legitimate need for information and communication of the general public and consumers. Paradoxically, in this age of transparency opacity is ever growing among well-known brands in every industrial sector. Black Brands (in the Age of Transparency) is an extraordinary piece of work on truths and lies, on transparency and opacity of leading companies and brands in our age. The book is full of relevant cases never discussed before in sectors such as consumer products, baby foods, fashion, vehicles and mobile phones. Insightful and incisive, Fernando Olivares has directed his team to produce this book that will educate us as citizens and consumers. Their goal is to promote honest transparency –the only way to attain corporate legitimacy and sustainability in our time. Rediscover the fundamentals of marketing from the best in the business In Marketing 5.0, the celebrated promoter of the "Four P's of Marketing," Philip Kotler, explains how marketers can use technology to address customers' needs and make a difference in the world. In a new age when marketers are struggling with the digital transformation of business and the changing behavior of customers, this book provides marketers with a way to integrate technological and business model evolution with the dramatic shifts in consumer behavior that have happened in the last decade. Following the pattern presented in his bestselling Marketing X.0 series, Philip Kotler covers the crucial topics necessary to understand modern marketing, including: · Artificial Intelligence for marketing automation · Agile marketing · "Segments of one" marketing · Contextual technology · Facial recognition and voice tech for marketing · The future of Customer Experience (CX) · Transmedia storytelling · The "Whatever-Whenever-Wherever" service delivery · "Everything-As-A-Service" business model · Internet of Things and blockchain for marketing · Virtual and augmented reality marketing · Corporate activism Perfect for traditional and digital marketers, as well as students and teachers of marketing and business, Marketing 5.0 reinvigorates the field of marketing with actionable recommendations and unique insights.

With the help of industrialist Andrew Carnegie, the author of this remarkable book spent two decades interviewing hundreds of people renowned for their wealth and achievement. Napoleon Hill's all-time bestseller in the personal success field offers priceless advice on positive thinking and overcoming adversity by distilling the collective wisdom of Henry Ford, Thomas Edison, John D. Rockefeller, and other successful figures from the worlds of finance, industry, and the arts. Growing rich, Hill explains, is about far more than just making money. "Whatever the mind can conceive and believe," he asserts, "it can achieve with positive mental attitude." Hill outlines 13 principles of success involving goal setting, developing entrepreneurial thinking, and exercising effective leadership. A must for any reader of The Secret, this guide will transform the way you think about time, money, and relationships, setting your feet on the path to financial freedom.

Globally Harmonized System of Classification and Labelling of Chemicals (GHS)

cómo convertir un producto o un servicio en una marca mundial

Las 22 leyes inmutables de la marca

Eighth International Conference, 2021

Gestión De Cambio

El Nuevo Diccionario de Marketing

According to John Warrillow, the number one mistake entrepreneurs make is to build a business that relies too heavily on them. Thus, when the time comes to sell, buyers aren't confident that the company—even if it's profitable—can stand on its own. To illustrate this, Warrillow introduces us to a fictional small business owner named Alex who is struggling to sell his advertising agency. Alex turns to Ted, an entrepreneur and old family friend, who encourages Alex to pursue three criteria to make his business sellable: * Teachable: focus on products and services that you can teach employees to deliver. * Valuable: avoid price wars by specialising in doing one thing better than anyone else. * Repeatable: generate recurring revenue by engineering products that customers have to repurchase often.

A consultant to some of America's leading corporations shares key insights and ideas on how to supercharge one's business and career, explaining how to create and develop new opportunities for wealth in any business, enterprise, or venture. Reprint. 50,000 first printing.

Offers revised thinking on management practice, emphasizing tactics, rather than arbitrary decision making, to guide strategy, and contains step-by-step procedures for a marketing campaign

Market_Desc: · Ad and Brand Executives · Ad and Brand Managers · Designers · Copy Writers · Advertising Students · General Business Readers **Special Features:** · The market for new perspectives and successful case histories in the advertising and marketing world is voracious. Each chapter is designed and written by an agency and provides readers with winning strategies and techniques necessary for a successful campaign. · The book uses high-profile practitioners, working in a number of top agencies around the world, to communicate the creative notions that have made their advertising campaigns famous. · Each chapter explains and exemplifies a particular law, using visually arresting illustrations, reproduced ads and frames from TV commercials. **About The Book:** This is an authoritative and unique guide to the universal principles that underlie great advertising—the kind that's proven to be dramatically more successful around the world. Each chapter is compiled by a world-renowned advertising agency famous for its application of a particular tenet. Packed with illustrations, reproduced ads, and frames from TV commercials, *22 Irrefutable Laws of Advertising and When to Violate Them* is an indispensable guide for advertisers and marketers.

The Heart and the Brain of Branding

El Modelo Biasca: Organizational Improvement And Change

Live Them and Reach Your Potential

The 22 Immutable Laws of Marketing

Technology for Humanity