

Cultural Anthropology Global Forces Local Lives

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market driven management adopts a broad approach to marketing integrating the strategic and operational elements of the discipline lambin s unique approach reflects how marketing operates empirically as both a business philosophy and an action oriented process motivated by the increased complexity of markets globalisation deregulation and the development of e commerce the author challenges the traditional concept of the 4ps and the functional roles of marketing departments focusing instead on the concept of market orientation the book considers all of the key market stakeholders arguing that developing market

relations and enhancing customer value is the responsibility of every member of the organization and that the development of this customer value is the only way for a firm to achieve profit and growth new to this edition greater coverage of ethical issues and corporate social responsibility cultural diversity value and branding and the economic downturn broad international perspective thoroughly revised to reflect the latest academic thinking and research with its unique approach international cases and complementary online resources this book is ideal for postgraduate and upper level undergraduate students of marketing and for mbas and executive mbas

this is the most comprehensive and readable book on urban geography in the array of contemporary literature on the subject

with the publication of this remarkable book in 1998 gustavo esteva and madhu suri prakash instigated a complete epistemological rupture grassroots post modernism attacks the three sacred cows of modernity global thinking the universality of human rights and the self sufficient individual rejecting the constructs of development in all its forms esteva and prakash argue that even alternative development prescriptions deprive the people of control over their own lives shifting this control to bureaucrats technocrats and educators rather than presuming that human progress fits a predetermined mould leading towards an increasing homogenization of cultures and lifestyles the authors argue for a radical pluralism that honours and nurtures distinctive cultural variety and enables many paths to the realization of self defined aspirations this classic text is essential reading for those looking beyond neoliberalism the global project and the individual self

taking an explicit international approach to the subject events management combines theory and practice to address the challenges and opportunities of working in a global world to help prepare students for the realities of the events management sector written by a high profile international team of editors and contributors the text features cases spanning europe africa asia australia and north america and covers key topics and issues such as fundraising sponsorship globalization and sustainability it also aims to bolster student employability through the inclusion of features such as practical asides and case studies to give students a window into the real life of a practitioner brand new to the third edition an in depth examination of the implications of covid 19 for international events including sponsorship arrangements risk management and future job prospects for events management graduates two brand new chapters covering developments in digital marketing and accessible events management case studies featuring india australia peru europe uk and usa and covering events such as music festivals holi mardi gras as well as mega events such as the olympics updated theory about the critical global issues affecting events and the main drivers of change in the industry a companion website featuring links to interactive learning resources an instructors manual for lecturers events related videos for fun additional educational viewing and author

selected sage journal articles for advanced learning suitable for courses in events management and international events management

cultural anthropology global forces local lives presents all the key areas of cultural anthropology as well as providing original and nuanced coverage of current and cutting edge topics an exceptionally clear and readable introduction it helps students understand the application of anthropological concepts to the contemporary world and everyday life thorough treatment is given throughout the text to issues such as globalization colonialism ethnicity nationalism neoliberalism and the state changes for the third edition include a brand new chapter on medical anthropology and an updated range of cases studies with a fresh thematic focus on china the book contains a number of features to support student learning including a wealth of color images definitions of key terms and further reading suggestions in the margins summaries at the end of every chapter an extensive glossary bibliography and index

this book clearly outlines key concepts that all geographers should readily be able to explain it does so in a highly accessible way it is likely to be a text that my students will return to throughout their degree dr karen parkhill bangor university the editors have done a fantastic job this second edition is really accessible to the student and provides the key literature in the key geographical terms of scale space time place and landscape dr elias symeonakis manchester metropolitan university an excellent introductory text for accessible overviews of key concepts across human and physical geography professor patrick devine wright exeter university including ten new chapters on nature globalization development and risk and a new section on practicing geography this is a completely revised and updated edition of the best selling standard student resource key concepts in geography explains the key terms space time place scale landscape that define the language of geography it is unique in the reference literature as it provides in one volume concepts from both human geography and physical geography four introductory chapters on different intellectual traditions in geography situate and introduce the entries on the key concepts each entry then comprises a short definition a summary of the principal arguments a substantive 5 000 word discussion the use of real life examples and annotated notes for further reading written in an accessible way by established figures in the discipline the definitions provide thorough explanations of all the core concepts that undergraduates of geography must understand to complete their degree

the authors of this book use regulation theory to bring theoretical focus and analytic clarity to the study of urban tourism provides a unifying analytic framework for the study of urban tourism brings urban tourism into focus as an important political economic and cultural phenomenon presents original essays written by established scholars including studies of venice mexico montreal new york los angeles london

barcelona berlin amsterdam paris and australia s gold coast

a collection of stories events and experiences that provide a sense of what life is like for those who confront the environmental crises of our time and explain why these struggles are important topics include local responses to economic development cases from indonesia and china conservation and conflict cases from africa gold mining in the amazon and wisconsin food conflict and justice cases from the us and honduras development degradation misery and conflict case studies in cancun and chiapas post war matters eritrea and south africa and radiation victimization russia and the marshall islands annotation copyrighted by book news inc portland or

this text investigates the increasing globalization of the world the ever increasing international and transnational economic political and cultural interdependence processes of global integration and fragmentation of political economic and cultural structures spur local and regional conflicts and dislocations are counterbalanced by moves towards unification integration and co operation this is a multi disciplinary assessment from a group of scholars of how globalization has affected established paradigms and a discussion of what impact it has on europe

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