

La Centralit Del Marketing Nel Trasporto Pubblico Locale Evoluzioni E Prospettive

L'impegno delle università italiane nella formazione alla legalità e nella ricerca sulle mafie è al centro di questa indagine curata da Stefano D'Alfonso e Gaetano Manfredi. Per la prima volta vengono messi a disposizione dati che consentono di conoscere il quadro complessivo della didattica e della ricerca dedicate a questo tema, in cui ventinove studiosi di diverse aree scientifiche e differenti atenei ragionano sullo stato dell'arte dell'impegno dell'università nella lotta alle mafie, mettendone in luce i punti di forza e di debolezza. Le riflessioni avanzate fanno emergere la dinamicità del contesto territoriale e culturale su cui insistono gli atenei nonché modalità di interazione che intrattengono con la sfera locale e nazionale. Allo stesso modo, appaiono importanti le aspettative che a vari livelli il contesto matura nei confronti dell'università: soprattutto in termini di domanda di conoscenza circa gli strumenti da adottare nel contrasto alle mafie. La ricerca rivela la presenza di un notevole capitale di conoscenze negli atenei italiani, un «tesoro nascosto» da valorizzare per trovare una più consapevole posizione nel campo dell'azione antimafia. Il lavoro – che nasce dal confronto tra diversi docenti e ricercatori universitari, la Commissione parlamentare antimafia, la Conferenza dei rettori delle università italiane e lo stesso Gaetano Manfredi, già ministro dell'Università e della ricerca, con il coordinamento del Laboratorio interdisciplinare di ricerca su mafie e corruzione del Dipartimento di Scienze sociali dell'Università Federico II di Napoli – ha portato alla costruzione di un prezioso database, che consente di individuare le attività formative e la

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produzione scientifica degli studiosi dei singoli atenei, in circa cento settori disciplinari, dalla sociologia al diritto, dalla storia all'economia.

In June 2019, the Committee on the Judiciary initiated a bipartisan investigation into the state of competition online, spearheaded by the Subcommittee on Antitrust, Commercial and Administrative Law. As part of a top-to-bottom review of the market, the Subcommittee examined the dominance of Amazon, Apple, Facebook, and Google, and their business practices to determine how their power affects our economy and our democracy. Additionally, the Subcommittee performed a review of existing antitrust laws, competition policies, and current enforcement levels to assess whether they are adequate to address market power and anticompetitive conduct in digital markets. Over the course of our investigation, we collected extensive evidence from these companies as well as from third parties—totaling nearly 1.3 million documents. We held seven hearings to review the effects of market power online—including on the free and diverse press, innovation, and privacy—and a final hearing to examine potential solutions to concerns identified during the investigation and to inform this Report's recommendations. A year after initiating the investigation, we received testimony from the Chief Executive Officers of the investigated companies: Jeff Bezos, Tim Cook, Mark Zuckerberg, and Sundar Pichai. For nearly six hours, we pressed for answers about their business practices, including about evidence concerning the extent to which they have exploited, entrenched, and expanded their power over digital markets in anticompetitive and abusive ways. Their answers were often evasive and non-responsive, raising fresh questions about whether they believe they are beyond the reach of democratic oversight. Although these four corporations differ in important ways, studying their business practices has revealed

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common problems

As a botanist, Robin Wall Kimmerer has been trained to ask questions of nature with the tools of science. As a member of the Citizen Potawatomi Nation, she embraces the notion that plants and animals are our oldest teachers. In *Braiding Sweetgrass*, Kimmerer brings these two lenses of knowledge together to take us on “a journey that is every bit as mythic as it is scientific, as sacred as it is historical, as clever as it is wise” (Elizabeth Gilbert). Drawing on her life as an indigenous scientist, and as a woman, Kimmerer shows how other living beings—asters and goldenrod, strawberries and squash, salamanders, algae, and sweetgrass—offer us gifts and lessons, even if we've forgotten how to hear their voices. In reflections that range from the creation of Turtle Island to the forces that threaten its flourishing today, she circles toward a central argument: that the awakening of ecological consciousness requires the acknowledgment and celebration of our reciprocal relationship with the rest of the living world. For only when we can hear the languages of other beings will we be capable of understanding the generosity of the earth, and learn to give our own gifts in return.

Implicit conceptions of time associated with progress and linearity have influenced scholars and practitioners in the fields of transitional justice and peacebuilding, but time and temporality have rarely been systematically considered. *Time and Temporality in Transitional and Post-Conflict Societies* examines how time is experienced, constructed and used in transitional and post-conflict societies. This collection critically questions linear, transitional justice time and highlights the different temporalities that exist at local and institutional levels through original empirical research. Presenting empirical and often ethnographic research from Argentina, Brazil, Colombia, Cambodia, Mozambique, Palestine/Israel, Rwanda and South Africa,

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contributors use a temporal lens to investigate key issues including: transitional justice institutions, peace processes, victimhood, perpetrators, accountability, reparations, forgiveness, reconciliation and memorialisation. This timely monograph will appeal to undergraduate and postgraduate students, as well as postdoctoral researchers, interested in fields such as political science, international relations, anthropology, transitional justice and conflict resolution. It will also be relevant to conflict resolution and peacebuilding practitioners.

Italian immigrants to the United States and Argentina hungered for the products of home. Merchants imported Italian cheese, wine, olive oil, and other commodities to meet the demand. The two sides met in migrant marketplaces--urban spaces that linked a mobile people with mobile goods in both real and imagined ways. Elizabeth Zanoni provides a cutting-edge comparative look at Italian people and products on the move between 1880 and 1940. Concentrating on foodstuffs--a trade dominated by Italian entrepreneurs in New York and Buenos Aires --Zanoni reveals how consumption of these increasingly global imports affected consumer habits and identities and sparked changing and competing connections between gender, nationality, and ethnicity. Women in particular--by tradition tasked with buying and preparing food--had complex interactions that influenced both global trade and their community economies. Zanoni conveys the complicated and often fraught values and meanings that surrounded food, meals, and shopping.

Over the last years, sophisticated policy making propositions for sustainable rural and urban development have been recorded. The smart village and smart city concepts promote a human-centric vision for a new era of technology-driven social innovation. This Special Issue offers a useful overview of the most recent developments in the frequently overlapping fields of smart

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city and smart village research. A variety of topics including well-being, happiness, security, open democracy, open government, smart education, smart innovation, and migration have been addressed in this Special Issue. They define the direction for future research in both domains. The organization of the relevant debate is aligned around three pillars: Section A: Sustainable Smart City and Smart Village Research: Foundations • Clustering Smart City Services: Perceptions, Expectations, and Responses • Smart City Development and Residents' Well-Being • Analysis of Social Networking Service Data for Smart Urban Planning Section B: Sustainable Smart City and Smart Village Research: Case Studies on Rethinking Security, Safety, Well-being, and Happiness • Exploring a Stakeholder-Based Urban Densification and Greening Agenda for Rotterdam Inner City—Accelerating the Transition to a Liveable Low Carbon City • The Impact of the Comprehensive Rural Village Development Program on Rural Sustainability in Korea • Analyzing the Level of Accessibility of Public Urban Green Spaces to Different Socially Vulnerable Groups of People • Consumers' Preference and Factors Influencing Offal Consumption in the Amathole District Eastern Cape, South Africa • Sustainable Tourism: A Hidden Theory of the Cinematic Image? A Theoretical and Visual Analysis of the Way of St. James • Future Development of Taiwan's Smart Cities from an Information Security Perspective • Towards a Smart and Sustainable City with the Involvement of Public Participation—The Case of Wroclaw Section C: Sustainable Smart City and Smart Village Research: Technical Issues • Detection and Localization of Water Leaks in Water Nets Supported by an ICT System with Artificial Intelligence Methods as a Way Forward for Smart Cities • A Study of the Public Landscape Order of Xinye Village • Spatio-Temporal Changes and Dependencies of Land Prices: A Case Study of the City of Olomouc • Geographical

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Assessment of Low-Carbon Transportation Modes: A Case Study from a Commuter University

- Performance Analysis of a Polling-Based Access Control Combined with the Sleeping Schema in V2I VANETs for Smart Cities.

Recent analyses reveal that the vast majority of jihadists come from or have some connections with specific areas or districts within different states. They can be labelled as local/regional “hotbeds” of extremism. Molenbeek in Belgium, Gornje Mao?e and Ošve in Bosnia-Herzegovina, Minneapolis in the US, Kasserine and Ben Guerdane in Tunisia, Sirte and Derna in Libya, Sinai in Egypt, Pankisi Valley and Dagestan in the Caucasus: each area has unique characteristics that lead to “exporting” fighters or creating new IS-controlled zones. Starting from the debate on the origin and nature of jihadist militancy that is dividing the most important scholars of Islam, this report outlines a broad spectrum of radicalization factors leading to the emergence of jihadist hotbeds, such as poverty, unemployment, lack of job prospects, juvenile delinquency, trafficking and smuggling, socio-political, economic and physical marginalization, the role of Salafist ideology as well as the influence of brotherhood networks. All these elements have been frequently highlighted as factors or triggers that could contribute to explaining dynamics of radicalization leading to active violent militancy under the ideals of jihadism.

Exploring the evolution of the United Nations Relief and Works Agency for Palestine Refugees in the Near East (UNRWA), this book fills a lacuna in literature on the agency. UNRWA and Palestinian Refugees employs recent fieldwork in order to analyse challenges in programmes and service delivery, protection, camp governance, community participation, and camp improvement and reconstruction. The chapters examine the way UNRWA is adapting to a

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changing social, political and economic context, mostly within urban settings – a paradigmatic shift from understanding the Agency's role as simply a provider of relief and services to one comprehensively supporting the human development of Palestinian refugees. Examining the refugee debate using new disciplines and research frameworks, this collection aims to emphasise the centrality of the Palestinian refugee issue for Middle East peace-making and to contribute a better understanding of a unique agency. This book will be a useful aid for students and researchers with an interest in Middle East Studies, Politics, and the Israeli-Palestinian conflict.

365.786

This book addresses topics and issues of high relevance to the widely shared desire to promote inclusive growth, sustainability, and innovation within a context of global governance. It is based on the XXXth Villa Mondragone International Economic Seminar, where leading experts met to discuss the latest research and thinking on different aspects of globalization, trade, inequalities, growth imbalances, green technologies, the labor market, and financial systems. The aim is to stimulate new responses and possible solutions to a variety of well-recognized problems, including low growth in real wages, stagnating productivity, and growing disparities in income. Some of these problems are especially evident in Europe, where austerity policies have failed to deliver adequate growth and investment. However, while a number of the contributions focus on aspects of particular importance to Europe, others look further afield, for example to the scope for innovation in Africa and to experiences with quantitative easing in Japan. The book will be of wide interest to academics, researchers, policy makers, and practitioners.

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Detailed summary and analysis of *The Power of Habit*.

The Marketing Book is everything you need to know but were afraid to ask about marketing. Divided into 25 chapters, 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 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 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 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 book should be the first place you look.

This book illuminates the racialized nature of twenty-first century Western popular culture by exploring how discourses of race circulate in the Fantasy genre. It examines not only major texts in the genre, but also the impact of franchises, industry, editorial and authorial practices, and fan engagements on race and representation. Approaching Fantasy as a significant element of popular culture, it visits the struggles over race, racism, and white privilege that are enacted within creative works across media and the communities which revolve around them. While scholars of Science Fiction have explored the genre's racialized constructs of possible futures, this book is the first examination of Fantasy to take up the topic of race in depth. The

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book's interdisciplinary approach, drawing on Literary, Cultural, Fan, and Whiteness Studies, offers a cultural history of the anxieties which haunt Western popular culture in a century eager to declare itself post-race. The beginnings of the Fantasy genre's habits of whiteness in the twentieth century are examined, with an exploration of the continuing impact of older problematic works through franchising, adaptation, and imitation. Young also discusses the major twenty-first century sub-genres which both re-use and subvert Fantasy conventions. The final chapter explores debates and anti-racist praxis in authorial and fan communities. With its multi-pronged approach and innovative methodology, this book is an important and original contribution to studies of race, Fantasy, and twenty-first century popular culture.

1820.222

Disciplining the Poor explains the transformation of poverty governance over the past forty years—why it happened, how it works today, and how it affects people. In the process, it clarifies the central role of race in this transformation and develops a more precise account of how race shapes poverty governance in the post-civil rights era. Connecting welfare reform to other policy developments, the authors analyze diverse forms of data to explicate the racialized origins, operations, and consequences of a new mode of poverty governance that is simultaneously neoliberal—grounded in market principles—and paternalist—focused on telling the poor what is best for them. The study traces the process of rolling out the new regime from the federal level, to the state and county level, down to the differences in ways frontline case workers take disciplinary actions in individual cases. The result is a compelling account of how a neoliberal paternalist regime of poverty governance is disciplining the poor today. Social justice is a matter of life and death. It affects the way people live, their consequent

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chance of illness, and their risk of premature death. We watch in wonder as life expectancy and good health continue to increase in parts of the world and in alarm as they fail to improve in others.

Why have so many central and inner cities in Europe, North America and Australia been so radically revamped in the last three decades, converting urban decay into new chic? Will the process continue in the twenty-first century or has it ended? What does this mean for the people who live there? Can they do anything about it? This book challenges conventional wisdom, which holds gentrification to be the simple outcome of new middle-class tastes and a demand for urban living. It reveals gentrification as part of a much larger shift in the political economy and culture of the late twentieth century. Documenting in gritty detail the conflicts that gentrification brings to the new urban 'frontiers', the author explores the interconnections of urban policy, patterns of investment, eviction, and homelessness. The failure of liberal urban policy and the end of the 1980s financial boom have made the end-of-the-century city a darker and more dangerous place. Public policy and the private market are conspiring against minorities, working people, the poor, and the homeless as never before. In the emerging revanchist city, gentrification has become part of this policy of revenge.

Online has:

Demonstrates how food-growing gardens in early medieval cities transformed Roman ideas and economic structures into new, medieval values.

What is the place of individual genius in a global world of hyper-information— a world in which, as Walter Benjamin predicted more than seventy years ago,

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everyone is potentially an author? For poets in such a climate, "originality" begins to take a back seat to what can be done with other people's words—framing, citing, recycling, and otherwise mediating available words and sentences, and sometimes entire texts. Marjorie Perloff here explores this intriguing development in contemporary poetry: the embrace of "unoriginal" writing. Paradoxically, she argues, such citational and often constraint-based poetry is more accessible and, in a sense, "personal" than was the hermetic poetry of the 1980s and 90s. Perloff traces this poetics of "unoriginal genius" from its paradigmatic work, Benjamin's encyclopedic *Arcades Project*, a book largely made up of citations. She discusses the processes of choice, framing, and reconfiguration in the work of Brazilian Concretism and Oulipo, both movements now understood as precursors of such hybrid citational texts as Charles Bernstein's opera libretto *Shadowtime* and Susan Howe's documentary lyric sequence *The Midnight*. Perloff also finds that the new syncretism extends to language: for example, to the French-Norwegian Caroline Bergvall writing in English and the Japanese Yoko Tawada, in German. *Unoriginal Genius* concludes with a discussion of Kenneth Goldsmith's conceptualist book *Traffic*—a seemingly "pure" radio transcript of one holiday weekend's worth of traffic reports. In these instances and many others, Perloff shows us "poetry by other means" of great ingenuity, wit, and

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complexity.

Vast markets for high-symbolic-value goods serve as an expansive worldwide arena where luxury brands and products compete for consumer attention. As global luxury markets have grown and continue to grow, uncovering successful methods for maintaining brand image and consumer desire is critical to the success of high-end brands. *Global Marketing Strategies for the Promotion of Luxury Goods* explores the latest promotional trends, business models, and challenges within the luxury goods market. Focusing on strategies for achieving competitive advantage, new market development, as well as the role of the media in luxury brand building, this timely reference publication is designed for use by business professionals, researchers, and graduate-level students.

"Le reti sono ovunque intorno a noi. Fino a qualche anno fa le relazioni tra persone, oggetti ed eventi erano attribuite al caso. L'unico modo per ipotizzare il funzionamento dei sistemi complessi era attribuirne le ragioni ad avvenimenti casuali. La vita e l'evoluzione delle reti seguono invece leggi precise e la conoscenza di queste regole ci permette di utilizzare le reti a nostro vantaggio".

This book investigates the working mechanisms of public opinion in Late Republican Rome as a part of informal politics. It explores the political interaction (and sometimes opposition) between the elite and the people through various

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means, such as rumours, gossip, political literature, popular verses and graffiti. It also proposes the existence of a public sphere in Late Republican Rome and analyses public opinion in that time as a system of control. By applying the spatial turn to politics, it becomes possible to study sociability and informal meetings where public opinion circulated. What emerges is a wider concept of the political participation of the people, not just restricted to voting or participating in the assemblies.

"The subject of economic valorisation has become a current topic and the idea that culture can be considered a factor of economic production, able to generate wealth, appears to have been generally accepted. The book consists of a series of essays about the economic valorisation of the cultural, artistic and environmental heritage of the art city of Florence using a business economics approach and will appeal to scholars and researchers focusing on the cultural economics and managerial economics of art and to practitioners in the cultural sector and policy makers." -- Publisher's description.

Le imprese esistono solo perch hanno un cliente da servire: il loro scopo generare valore sostenibile, servendolo in modo straordinario e appassionato. Perch alcune imprese di servizi sono migliori di altre nel servire la loro clientela? La risposta suggerita da Cliente & service management di progettare e gestire un'impresa proattiva e customer responsive. La

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responsiveness, la centralit della clientela, non sollecitano la formulazione di principi e dichiarazioni accattivanti, ma la risposta efficace a tre incalzanti domande: chi nell'impresa responsabile della clientela? Chi e come, nell'impresa, misura la redditivit generata dai clienti? Come viene progettata e gestita una proposizione di valore irresistibile? La proattivit, la capacit di anticipare ed erogare soluzioni non tradizionali e innovative, riconoscibile invece nella sua architettura organizzativa e nei suoi processi di front e back office, che sono disegnati e gestiti direttamente, ponendo al centro i clienti, i loro bisogni e le loro aspettative. In questa impresa il suo personale si considera un servus, nel significato pi nobile attribuibile a questa espressione, che implica una vocazione appassionata nel mettersi a disposizione della clientela per cogenerare una proposizione di valore straordinaria, perch unica e di grande qualit.

This study provides an overview of Florentine intellectual life and community in the late Renaissance. It shows how studies of language helped Florentines to develop their own story as a people distinct from ancient Greece or Rome.

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