

Difference The One Page Method For Reimagining Your Business And Reinventing Marketing Kindle Edition Bernadette Jiwa

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Why Put a Bow Tie on a Llama? Celia Gaze 2020-01-10 ***BUSINESS BOOK AWARDS 2021 SHORTLISTED TITLE*** Stressed and unhappy at work, Celia Gaze thought to herself one day: "Surely there must be more to life than this?" She resigned from her high-powered health management role and started transforming a neglected farm into an award-winning wedding venue. She faced nearly every type of challenge an entrepreneur can face – tribunals, near bankruptcy, court hearings, staff issues, system problems – and survived to tell the tale. But the moment that transformed her business from a struggle to a success was the moment she put a bow tie on a llama. Everyone thought she was crazy - why on earth would you do that? But it turns out that the 'crazy' ideas are often the ones that change your life. This book is a roadmap for uncovering your crazy idea and implementing it. From the pitfalls and problems to the practical details of making your idea happen, this is a roadmap for anyone who wants more out of life.

De chemicus Stephenie Meyer 2016-11-08 Een voormalig geheim-agent moet nog één laatste zaak op zich nemen om haar naam te zuiveren en haar leven te redden in de eerste thriller van Stephenie Meyer. Bijna niemand weet dat ze ooit voor de Amerikaanse regering werkte. Ze was de onbetwiste expert op haar vakgebied en vormde zelf een van de grootste geheimen van een dienst die zelf zo geheim is dat hij niet eens een naam heeft. Tot de dienst ineens besloot dat ze een te groot risico vormde en jacht op haar begon te maken. Tegenwoordig blijft ze zelden lang op dezelfde plek en wisselt ze zo vaak mogelijk van naam. De enige persoon die ze durfde te vertrouwen is vermoord. En nog altijd beschikt ze over informatie die zo gevoelig is dat de dienst haar zo snel mogelijk wil liquideren. Als de dienst haar een uitweg biedt, beseft ze dat het haar enige kans op een normaal leven is. De nieuwe klus die ze moet aannemen in ruil voor haar leven betekent echter dat ze nog meer gevoelige informatie moet inwinnen – informatie die haar alsnog in levensgevaar zou kunnen brengen. Ze besluit de klus aan te nemen en maakt zich klaar voor de gevaarlijkste missie ooit, die er niet gemakkelijker op wordt als ze valt voor een man die haar kansen alleen maar kan verkleinen. Ze zal al haar unieke vaardigheden moeten inzetten om in leven te blijven... De pers over De chemicus 'De hoofdpersoon is dapper, heldhaftig én listig, wat haar tot een ideale heldin maakt. Een thriller om constant bij op het puntje van de stoel te zitten.' Zin 'Stephenie Meyer zet met De chemicus een thriller van formaat neer!' Hebban.nl 'Geen vampiers, maar actie à la Jason Bourne in De chemicus van Stephenie Meyer.' The Washington Post 'De chemicus van Stephenie Meyer: rated B for Badass.' Kirkus Reviews 'Hoofdpersoon Alex is een briljante, paranoïde chemicus, getraind om terroristen te verhoren.' The New York Times 'Stephenie Meyer schreef een smakelijke thriller voor volwassenen, voor de lezers van David Baldacci en Lee Child.' USA Today

"My Soul Is A Witness" Carol Henderson 2021-03-29 This special collection assembles some of the most pre-eminent scholars in the field in African, African American, and American Studies to explore the ways writers reclaim the Black female body in African American literature using the theoretical, social, cultural, and religious frameworks of spirituality and religion. Central to these discussions is Black women's agency within these realms—their uncanny ability to invent and reinvent themselves within individual and communal spaces that frame them as both outsider and insider, unworthy and worthy, deviant and sacred, excess and minimal. Scholars have sought to discuss these tensions, acknowledged and affirmed in prose, poetry, music, essays, speeches, written plays, or short stories. Forgiveness, healing, redemption, and reclamation provide entry into these vibrant explorations of self-discovery, passion, and self-creation that interrogate traditional views of what is spiritual and what is religious. Discussed writers include Toni Morrison, Phillis Wheatley, James Baldwin, Tina McElroy Ansa, Toni Cade Bambara, and Thomas Dorsey.

Asian Americans and the Spirit of Racial Capitalism Jonathan Tran 2021-11-09 Any serious consideration of Asian American life forces us to reframe the way we talk about racism and antiracism. The current emphasis on racial identity obscures the political economic basis that makes racialized life in America legible. This is especially true when it comes to Asian Americans. This book reframes the conversation in terms of what has been called "racial capitalism" and utilizes two extended case studies to show how Asian Americans perpetuate and resist its political economy.

Transformational Security Awareness Perry Carpenter 2019-05-03 Expert guidance on the art and science of driving secure behaviors Transformational Security Awareness empowers security leaders with the information and resources they need to assemble and deliver effective world-class security awareness programs that drive secure behaviors and culture change. When all other processes, controls, and technologies fail, humans are your last line of defense. But, how can you prepare them? Frustrated with ineffective training paradigms, most security leaders know that there must be a better way. A way that engages users, shapes behaviors, and fosters an organizational culture that encourages and reinforces security-related values. The good news is that there is hope. That's what Transformational Security Awareness is all about. Author Perry Carpenter weaves together insights and best practices from experts in communication, persuasion, psychology, behavioral economics, organizational culture management, employee engagement, and storytelling to create a multidisciplinary masterpiece that transcends traditional security education and sets you on the path to make a lasting impact in your organization. Find out what you need to know about marketing, communication, behavior science, and culture management Overcome the knowledge-intention-behavior gap Optimize your program to work with the realities of human nature Use simulations, games, surveys, and leverage new trends like escape rooms to teach security awareness Put effective training together into a well-crafted campaign with ambassadors Understand the keys to sustained success and ongoing culture change Measure your success and establish continuous improvements Do you care more about what your employees know or what they do? It's time to transform the way we think about security awareness. If your organization is stuck in a security awareness rut, using the same ineffective strategies, materials, and information that might check a compliance box but still leaves your organization wide open to phishing, social engineering, and security-related employee mistakes and oversights, then you NEED this book.

Reimagining The National Security State Karen J. Greenberg 2019-11-07 A comprehensive look at the toll US government policies took on civil liberties, human rights, and the rule of law in the name of the war on terror.

Avoiding Extinction: Reimagining Legal Services for the 21st Century Mitchell Kowalski 2016-04-21 Mitch Kowalski has translated his considerable understanding of tomorrow's legal profession into an original, provocative and entertaining narrative. Professor Richard Susskind,

author of *The End of Lawyers?* This is the most innovative law practice management book I've ever seen. Mitch has deftly combined an engaging novel about the lives of working lawyers with an illuminating treatise on how law firms must respond to extraordinary change in the legal marketplace. *Avoiding Extinction* is as entertaining as it is instructive -- and it couldn't be more timely. Jordan Furlong, Partner, Edge International This is a must read for managing partners, and for all lawyers under the age of 50. Written as a parable, once you pick it up it's difficult to put down. And it literally screams relevance to the lives of those lawyers today who worry about the sustainability of the current model of legal practice. Big firm or small. City or rural no matter, this book is for you. Can the law be both a profession and a business? Is it possible to escape the tyranny of the billable hour? Is it realistic to imagine being a truly happy lawyer in private practice in the twenty-first century? You bet and Mitch Kowalski shows us how! Ian Holloway QC, Dean of Law, The University of Calgary *Avoiding Extinction* is the most original, far-thinking and innovative book on transforming the way that law is practised that I have ever read. Mitch has taken the traditional law firm and turned it upside down. In the process he has reworked the law firm model and given us an insight into how a firm could be structured and run. If you are looking for a creative vision into what a new, truly different law firm could look like, then this book is manna from heaven. David J. Bilinsky, Practice Management Advisor, lawyer and writer on law practice management and technology. Creator of the law blog, Thoughtful Legal Management.

The Reimagining of Place in English Modernism Sam Wiseman 2015-12-11 The work of English modernists in the 1920s and 1930s -- particularly D.H. Lawrence, John Cowper Powys, Mary Butts and Virginia Woolf -- often expresses a fundamental ambivalence towards the social, cultural and technological developments of the period. These writers collectively embody the tensions and contradictions which infiltrate English modernism as the interwar period progresses, combining a profound sense of attachment to rural place and traditions with a similarly strong attraction to metropolitan modernity -- the latter being associated with transience, possibility, literary innovation, cosmopolitanism, and new developments in technology and transportation. In this book, Sam Wiseman analyses key texts by these four authors, charting their respective attempts to forge new identities, perspectives and literary approaches that reconcile tradition and modernity, belonging and exploration, the rural and the metropolitan. This analysis is located within the context of ongoing critical debates regarding the relationship of English modernism with place, cosmopolitanism, and rural tradition; Wiseman augments this discourse by highlighting stylistic and thematic connections between the authors in question, and argues that these links collectively illustrate a distinctive, place-oriented strand of interwar modernism. Ecocritical and phenomenological perspectives are deployed to reveal similarities in their sense of human interrelationship with place, and a shared interest in particular themes and imagery; these include archaeological excavation, aerial perspectives upon place, and animism. Such concerns stem from specific technological and socio-cultural developments of the era. The differing engagements of these four authors with such changes collectively indicate a distinctive set of literary strategies, which aim to reconcile the tensions and contradictions inherent in their relationships with place.

Difference Bernadette Jiwa 2014-02-04 "Difference lifts the lid on how brands like Airbnb, Uber, and Apple have succeeded by creating difference and gives you a new one page method for reimagining your business and reinventing your marketing, It helps you to recognize opportunities that create value, to develop products and services that people want, and to matter to your customers" -- Provided by publisher.

Ik mis mezelf Lisa Genova 2012-07-19 Alice is bijna vijftig en leidt een druk leven als wetenschapper wanneer ze de diagnose vroege Alzheimer krijgt. Haar leven verandert drastisch: ze verliest haar carrière en de regie over haar eigen wereld. Haar plan om haar man en kinderen niet tot last te worden en op tijd afscheid te nemen, verdwijnt uit haar geheugen. En Alice blijft achter, zonder haar herinneringen aan het verleden, zonder hoop voor de toekomst. Ze leeft in een heden dat soms even mooi maar meestal verwarrend en zelfs angstaanjagend is. Ik mis mezelf beschrijft op indrukwekkende wijze hoe Alice's wereld uit elkaar valt, en hoe ze in het puin terugvindt wat echt belangrijk is. Lisa Genova woont en werkt in Boston. Ze studeerde Neurowetenschappen aan Harvard. Haar debuutroman *Ik mis mezelf* werd een internationale bestseller. Het boek werd verkocht aan meer dan vijftien landen en won diverse prijzen, waaronder de 2008 Bronte Prize.

This Book Means Business Alison Jones 2018-03-23 Discover the writing secrets of some of the world's top business authors. Writing a business book is about so much more than words on a screen: discover how to use the process of writing your book to develop your business, your platform, your network and even yourself. There's no need to wait until your book is published for it to start transforming your business - it all starts here and now.

Making the Grade Kevin A. Morrison 2021-07 This book is a great resource for new graduate students interested in knowing how to navigate their studies more effectively and creatively.

Reinventing organizations / druk 1 2015-10-01

Reimagining Democratic Societies Sjur Bergan 2013-01-01 Reimagining democratic societies, although a demanding task, is one in which higher education must engage. As societies change, our understanding of democracy must also evolve. We need democratic institutions, but also democratic culture and democratic innovation. Citizen participation, as a cornerstone of democracy, must go beyond citizen mobilisation on just a few issues. An educated, committed citizenry deeply involved in creating and sustaining diverse democratic societies is essential for human progress and advancing the quality of life for all. The authors - academics, policy makers and practitioners from Europe and the United States - argue this point, making the case for why democratic reimagining and innovation cannot succeed without higher education and why higher education cannot fulfil its educational, academic and societal missions without working for the common good. Case studies provide examples of how higher education can contribute to reimagining and reinvigorating democracy.

A Different Kind of Ethnography Denielle Elliott 2016-11-08 "Produced by members of the Centre for Imaginative Ethnography, this collection introduces the idea of an imaginative and creative approach to anthropological inquiry, one that is collaborative, open-ended, embodied, affective, and experimental. Rather than structuring the book around traditional methods like interviewing, participant observation, and documentary research, the authors organize their thoughts around different methodologies--sensing, walking, writing, performing, and recording. As well, innovative, practical exercises are included that allow ethnographers to not just 'talk the talk', but also 'walk the walk' so they can deepen, complicate, and extend ethnographic inquiry. A list of additional resources at the end of each chapter provide rich support for those who want to pursue more imaginative and creative methodologies."--

3 Minute Summary of Difference by Bernadette Jiwa thimblesofplenty thimblesofplenty is a group of friends who also happen to be business people and avid readers. We wanted to keep up with the latest business books but found that time was a factor. So we divided out the work and each of us took a book and summarised it for the others. We thought it might be a great idea to share these summaries with you. For a small price and a 3 minute time investment, our summary gives you some of the wisdom from the book, some food for thought and hopefully the impetus to make some time to read the whole book!

Brand Bravery. I dieci comandamenti del coraggio Paul Kemp-Robertson 2019-10-31 10 comandamenti d'importanza strategica per capire cosa sia oggi un brand. Patagonia, Nike, LEGO e molti altri casi di successo illustrano come la fusione di creatività, tecnologia e psicologia comportamentale abbia generato idee originali, con un impatto positivo sul business e sulla società. È la sfida del coraggio, soprattutto quello di abbattere le barriere tra interno ed esterno, target e persone, dipendenti e clienti, accompagnando le imprese fuori dalla propria comfort zone e dalle logiche dei silos. Perché il coraggio è contagioso ed è l'unico virus a rendere più forti i brand e le persone che li sostengono.

A New Philosophy of Social Conflict Leonard C. Hawes 2015-04-23 A New Philosophy of Social Conflict joins in the contemporary conflict resolution and transitional justice debates by contributing a Deleuze-Guattarian reading of the post-genocide justice and reconciliation experiment in Rwanda -the Gacaca courts. In doing so, Hawes addresses two significant problems for which the work of Deleuze and Guattari provides invaluable insight: how to live ethically with the consequences of conflict and trauma and how to negotiate the chaos of living through trauma, in ways that create self-organizing, discursive processes for resolving and reconciling these ontological dilemmas in life-affirming ways. Hawes draws on Deleuze-Guattarian thinking to create new concepts that enable us to think more productively and to live more ethically in a world increasingly characterized by sociocultural trauma and conflict, and to imagine alternative ways of resolving and reconciling trauma and

conflict.

Reimagining Global Marketing: Innovations Focused on the Digitalized World Dr Sunita Shukla 2022-01-20 This compendium is a collection of papers that were presented in the second International Conference on Marketing "MarkTech -2022" on the theme "Reimagining Global Marketing: Innovations Focused on the Digitalized World" organized by the Department of MBA, ITS Engineering College, Greater Noida, on January 22, 2022. This compendium aims to collate the ideas generated in the conference and bring them to the readers. The 5 D's of digital marketing, comprising Digital Devices, Digital Media, Digital Platforms, Digital Data and Digital Technology, can be used along with traditional marketing techniques. Most startups in India have adopted digital marketing with small capital investment and have contributed to the growth of the economy. The ongoing global COVID-19 pandemic has resulted in economic crisis throughout the world. However, despite challenges, the globe has come up with new innovations, like creation of anti-virus drugs in an expedited manner. This has helped companies in moving towards digital opportunities in all business sectors, including healthcare, education, banking etc. In fact, most of the Indian startups have also adopted digital marketing with minimum capital investment to survive and grow amid the changed business environment. Indeed, we have faced the crisis with exceptionally well human abilities and intellect. The success of your business would now be dependent on how well you adopt and implement the digital marketing strategies. The compendium is a collection of ten selected research papers by academicians and industry functionaries. It is compiled for reference of participants and other stake holders. Authors of the compendium have shared their research work from different areas from the field of marketing. A paper titled "A Literature Review on the role of Social Media Marketing in Consumer purchase intention", provided an insight into the role of social media marketing in consumer purchase intention. A study on "Digitalization Of Education System: A Paradigm Shift Into Service Sector In India", focused on how the teaching in technological scenario has become only way of reaching to the students at large. Another study, titled "An Exploratory Study on Post Covid Trends and Strategies in the Indian Banking Sector", discussed the impact of the COVID-19 pandemic on the global and Indian banking and financial services industry. A study on "An Analysis of Motivational Factors in Penetration of Health Insurance" preference of customers towards selection of health insurance plan as well as Health Insurance Company. Research on "Exploring The Reasons of Failure of Startups In India: An Exploratory Analysis", discussed various reasons behind failures of startups and also recommended ways to improve startups' performance. A paper on "Recent Trends And Innovations - Banking Sector In India", analysed emerging trends in banking sector with an emphasis on digitization during COVID-19. A paper titled "An Analytical Study of The Purchase Determinants of Hatchback Car Buyers Of West Delhi – India", aimed at identifying and ascertaining the brand inclination and predisposition of consumers, regarding hatchback models of cars. A paper titled "Relationship between Customer Satisfaction & Retention based on Service Quality Attributes", proposed a relationship between customer satisfaction and retention in the service business based on service attribute performance. A study titled "Fueling Digital Entrepreneurship in India", listed ways to promote digital entrepreneurship in India like the government initiative of 'startup India'. A paper on the topic "A Literature Review of blockchain Technology Application by Government of India" highlighted current state of blockchain technology and its applications. We express our thanks and appreciate the efforts of the authors who have shared their thoughts to cover the theme of the Conference. The diversity of thoughts of authors have made this compendium a reservoir of knowledge and will make a major reference source for future researchers on the subject. We also express our sincere gratitude to the Management, Faculty, Staff, and Students of Department of MBA, ITS Engineering College for their support in organizing the conference and bringing out this Compendium. With best wishes, Editors

Fiction as Research Practice Assistant Professor of Sociology Patricia Leavy, PhD 2016-06-16 The turn to fiction as a social research practice is a natural extension of what many researchers and writers have long been doing. Patricia Leavy, a widely published qualitative researcher and a novelist, explores the overlaps and intersections between these two ways of understanding and describing human experience. She demonstrates the validity of literary experimentation to the qualitative researcher and how to incorporate these practices into research projects. Five short stories and excerpts from novellas and novels show these methods in action. This book is an essential methodological introduction for those interested in studying or practicing arts-based research.

Denk als een monnik Jay Shetty 2020-09-08 In Denk als een monnik zet Jay Shetty de abstracte en diepgaande lessen uit de hindoetraditie om in praktische adviezen die je kunt toepassen om stress te verminderen, je relaties te verbeteren en je verborgen krachten te identificeren. Dit boek bewijst dat iedereen kan – en móét – denken als een monnik. Het is bewezen dat je je geest kunt trainen, en van wie kun je dat beter leren dan van een echte expert: de monnik? Jay Shetty vertrok op zijn tweeëntwintigste naar India om daar drie jaar als monnik te leven. Sindsdien is hij op een missie om zijn spirituele inzichten op een toegankelijke manier te delen. Zijn video's zijn meer dan 5 miljard keer bekeken, en zijn podcast On Purpose is de meest beluisterde health-podcast ter wereld.

10 Brazilian Choros Arranged for Classical Guitar Solo Stephen Guerra 2021-09-16 Choro is a popular instrumental-music tradition flourishing in Brazil and around the world. It preceded, influenced, and in turn was influenced by samba and bossa nova. Its repertory is vast, including thousands of choros composed by all manner of string, wind, keyboard, and percussion players—in addition to the guitar classics by João Pernambuco and Heitor Villa-Lobos. This landmark publication gives guitarists access to this seemingly endless repertory, empowering its readers to turn a choro written for any instrument into a convincing and idiomatic solo guitar arrangement. This process is taught through examples provided by Dr. Stephen Guerra, a versatile guitarist/composer intimately familiar with both classical and Brazilian guitar (violão brasileiro) as well as the choro idiom. This book is intended for both students of Brazilian guitar and classical guitarists seeking to add choros to their repertory and play them authentically. It includes: • Original solo arrangements plus lead sheets and online recordings of 10 choros for the intermediate to advanced classic guitarist. • Biographical and performance notes regarding the selected composers and compositions. • Insightful suggestions for further reading, listening, and study. • Extensive endnotes explaining arrangement choices, notation practice and influences. Dr. Guerra focuses on classics from the pioneering generation of choro composers culminating in the artistry of João Pernambuco, Pixinguinha, and Heitor Villa-Lobos; among others, these include compositions by choro pianists Chiquinha Gonzaga and Ernesto Nazareth, samba singer-composer Noel Rosa, choro bandleaders Joaquim Calado and Anacleto de Medeiros, and Brazil's early flute virtuoso, Patápio Silva. Includes access to online audio.

Managing Brands in 4D Jacek Pogorzelski 2018-06-14 The main value of this book is an organized and systematic approach to branding, supported by literature research, findings and practical implementation.

Symmetry Marc J. Straus

Reimagining Women Shirley C. Neuman 1993 The eighteen essays in this collection largely draw on, extend, and often bring together four quite different, but nonetheless interrelated, thrusts of feminist criticism and theory in which representation is an issue.

Reimagining Communication: Meaning Michael Filimowicz 2020-05-19 Reimagining Communication: Meaning surveys the foundational theoretical and methodological approaches that continue to shape communication studies, synthesizing the complex relationship of communication to meaning making in a uniquely accessible and engaging way. The Reimagining Communication series develops a new information architecture for the field of communications studies, grounded in its interdisciplinary origins and looking ahead to emerging trends as researchers take into account new media technologies and their impacts on society and culture. Reimagining Communication: Meaning brings together international authors to provide contemporary perspectives on semiotics, hermeneutics, paralanguage, corpus analysis, critical theory, intercultural communication, global culture, cultural hybridity, postcolonialism, feminism, political economy, propaganda, cultural capital, media literacy, media ecology and media psychology. The volume is designed as a reader for scholars and a textbook for students, offering a new approach for comprehending the vast diversity of communications topics in today's globally networked world. This will be an essential introductory text for advanced undergraduate and graduate students and scholars of communication, broadcast media, and interactive

technologies, with an interdisciplinary focus and an emphasis on the integration of new technologies.

Brand Storytelling in the Digital Age S M A Moin 2020-10-26 Inextricably linked to human evolution, storytelling has always been a key element of the marketer's toolkit. However, despite extensive practitioner interest, academic research on the topic currently falls short. This book highlights how storytelling has evolved from an ancient art to contemporary marketing science, placing it in the context of digitisation and social media. It reflects the dramatic shift in brand storytelling in which marketers are in the driving seat, leaving consumers to do the navigating. Based within the context of AI, the influence of VR, AR, big data, and new media, this book predicts a creative renaissance in brand storytelling; one that will be at the intersection of science, art and humanity. The author suggests that there will be a shift from ad to art through the use of cognition and emotion, data and fiction. It suggests that through storytelling, brands will be able to connect with their customers' hearts and minds. Drawing upon interdisciplinary research on neuroscience, emotional attachment and narrative theory, the book critically analyses existing theories, practices and applications of storytelling, providing a platform for debate between academics, researchers and practitioners.

Digitaal minimalisme Cal Newport 2019-02-22 Aandachtsexpert Cal Newport legt in 'Digitaal minimalisme' uit hoe je doelbewust kan omgaan met digitale overvloed. Steeds meer mensen maken zich zorgen over de invloed van de computer en met name de smartphone op onze concentratie, sociale relaties en tevredenheid. Op z'n minst zien we dat ze ons enorm veel tijd kosten – tijd die niet aan andere zaken kan worden besteed. In dit boek biedt Newport je een eenvoudige en praktische methode om je tijd online radicaal terug te brengen door je alleen nog te richten op een selecte hoeveelheid activiteiten en doelen. Niet minderen, laat staan stoppen, maar de technologie zeer doelbewust gebruiken. Newport doet dit vanuit de overtuiging dat e-mail, sociale media en andere online tools zinvolle hulpmiddelen zijn. Deze hulpmiddelen mogen ons gedrag en onze dagindeling echter niet gaan beheersen.

Embodiment in Qualitative Research Laura L. Ellingson 2017-04-07 Embodiment in Qualitative Research connects critical, interdisciplinary theorizing of embodiment with creative, practical strategies for engaging in embodied qualitative research. Ellingson equips qualitative researchers not only to resist the mind–body split in principle but to infuse their research with the vitality that comes from embracing knowledge production as deeply embedded in sensory experience. Grounded in poststructuralist, posthumanist, and feminist perspectives, this innovative book synthesizes current interdisciplinary theories and research on embodiment; explores research examples from across the social sciences, education, and allied health; and features embodied ethnographic tales and evocative moments from everyday life for reflexive consideration. Each chapter offers flexible starting points for doing embodiment actively throughout every stage of qualitative research. An awareness of, and an active engagement with, issues of embodiment enhances scholars' ability to produce high quality research and enlarges their capacity as public intellectuals to spark positive social change, particularly within marginalized communities. The strategies offered relate to methodologies from across the entire spectrum: from traditional qualitative methods such as grounded theory, critical/theoretical analysis, and discourse analysis, to arts-based research — including performance, autoethnographic narrative, poetry, and documentary film making. Embodiment in Qualitative Research is designed as a resource book for qualitative researchers who want to explore the latest trends in critical theorizing. The writing style will appeal to researchers who seek a bridge between abstract theorizing and pragmatic strategies for producing outstanding qualitative research, as well as to critical scholars who want to integrate embodied ways of knowing with their theorizing. Graduate (and advanced undergraduate) qualitative methods students and early career researchers, as well as advanced scholars seeking to enrich the scope and texture of their work, will find the text inspiring and engaging.

Avoiding Critical Marketing Errors Richard D. Czerniawski 2020-03-10 Praise for AVOIDING CRITICAL MARKETING ERRORS: HOW TO GO FROM DUMB TO SMART MARKETING: "Richard is at the very top of the list when it comes to people who can help someone understand how to be a great marketer." Kurt Kane, EVP Chief Concept & Marketing Officer, at The Wendy's Company "Richard reminds us vividly that marketing, now more than ever before, has a critical role to play in generating impact and lasting results." - Didier Devaud, Vice President Global Marketing and Education iTero, Align Technology "AVOIDING CRITICAL MARKETING ERRORS is the de facto tool for all marketers to get smart(er) so they may elevate their business impact!" - Ben Cook, President, Acumen Learning "Experienced or not, this book will sharpen your saw and propel your ability to deliver results." - Lisa Tollman, Executive Director, Amgen OVERVIEW: AVOIDING CRITICAL MARKETING ERRORS: How to Go from Dumb to Smart Marketing may offend marketers who don't recognize they can do much more with marketing, and it will probably disturb those who are satisfied with the status quo. Marketing is underutilized and losing its relevance. Ignorance of proven principles and failure to adopt best practices and quality processes is at the root of the decline of marketing's role and relevance in the present era. This decline is exacerbated by marketers not being held accountable or accepting accountability for providing a clear line-of-sight in driving financial outcomes and growing healthy brands. That's not smart. It's dumb marketing! Yet, in today's "age of abundance and sameness," where generally acceptable quality (GAQ) rules, smart marketing is more essential than ever. This book, written by Richard Czerniawski, a veteran career marketer, tackles critical marketing errors, those grave blunders, slip-ups and missteps, both of omission and commission, that not only lead to underperformance but further threaten marketing relevance and undermine brand potential. Importantly, it addresses what all marketers and their organizations need to do to achieve smart marketing, so it matters where it counts: in the marketplace. If you are one of those other marketers and senior managers who recognize they are, and/or marketing is, underutilized—regardless of the current level—and want to improve this situation, then this book will prove invaluable to you. If you are one of these marketers, you will not be offended by the content. Instead, it will provoke your thinking and assist you in your pursuit of achieving marketing excellence. More Praise for AVOIDING CRITICAL MARKETING ERRORS: HOW TO GO FROM DUMB TO SMART MARKETING: "Any smart marketer should read this book – now!" Gilberto Dalesio, Chief Commercial Officer, SIFI "I can attest that Richard's focus on genuine marketing excellence delivers the incremental sales impact, ROI and accountability that everyone in the organization should demand." - Peter Valenti, Division President, Hologic "This is a no-nonsense book with practical advice and plenty of examples on doing smart marketing from a successful, veteran marketer." Santosh Chaturvedi, VP, New Products Planning & Portfolio Strategy, Global Oncology, EMD Serono "This book will make you laugh at outrageous gaffes, wince in recognition of your own mistakes, learn how to avoid marketing traps, and most importantly, put your brand on a bullet train headed straight for brand loyalty." Robin Shapiro, Global President, TBWA/WORLDHEALTH

Reimagining Utopias Iveta Silova 2017-07-13 Reimagining Utopias explores the shifting social imaginaries of post-socialist transformations to understand what happens when the new and old utopias of post-socialism confront the new and old utopias of social science. This peer-reviewed volume addresses the theoretical, methodological, and ethical dilemmas encountered by researchers in the social sciences as they plan and conduct education research in post-socialist settings, as well as disseminate their research findings. Through an interdisciplinary inquiry that spans the fields of education, political science, sociology, anthropology, and history, the book explores three broad questions: How can we (re)imagine research to articulate new theoretical insights about post-socialist education transformations in the context of globalization? How can we (re)imagine methods to pursue alternative ways of producing knowledge? And how can we navigate various ethical dilemmas in light of academic expectations and fieldwork realities? Drawing on case studies, conceptual and theoretical essays, autoethnographic accounts, as well as synthetic introductory and conclusion chapters by the editors, this book advances an important conversation about these complicated questions in geopolitical settings ranging from post-socialist Africa to Eastern Europe and Central Asia. The contributors not only expose the limits of Western conceptual frameworks and research methods for understanding post-socialist transformations, but also engage creatively in addressing the persisting problems of knowledge hierarchies created by abstract universals, epistemic difference, and geographical distance inherent in comparative and international education research. This book challenges the readers to question the existing education narratives and rethink taken-for-granted beliefs, theoretical paradigms, and methodological frameworks in order to reimagine the world in more complex and pluriversal ways.

Annual Review of Comparative and International Education 2021 Alexander W. Wiseman 2022-07-19 The Annual Review of Comparative and

International Education 2021, Part A begins with a collection of discussion essays about comparative and international education trends and directions, followed by studies that focus on new developments in comparative and international education by regional area.

French Fiction into the Twenty-First Century Simon Kemp 2010-07-01 This book examines contemporary French literature in the light of a widely-held critical notion that it exists 'in the wake' of a period in which avant-garde experimental literature and postmodern writing-about-writing held sway. It looks at five notable current writers, namely Annie Ernaux, Pascal Quignard, Marie Darrieussecq, Jean Echenoz and Patrick Modiano in the context of the broader literary scene, to discover how far they continue to pursue the ideas of the previous generation, and how far they have turned their back on them.

Dreams of Archives Unfolded Jocelyn Fenton Stitt 2021-06-18 The first book on pan-Caribbean life writing, Dreams of Archives Unfolded reveals the innovative formal practices used to write about historical absences within contemporary personal narratives. Although the premier genres of writing postcoloniality in the Caribbean have been understood to be fiction and poetry, established figures such as Erna Brodber, Maryse Condé, Lorna Goodison, Edwidge Danticat, Saidiya Hartmann, Ruth Behar, and Dionne Brand and emerging writers such as Yvonne Shorter Brown, and Gaiutra Bahadur use life writing to question the relationship between the past and the present. Stitt theorizes that the remarkable flowering of life writing by Caribbean women since 2000 is not an imitation of the "memoir boom" in North America and Europe; instead, it marks a different use of the genre born out of encountering gendered absences in archives and ancestral memory that cannot be filled with more research. Dreams of Archives makes a significant contribution to studies of Caribbean literature by demonstrating that women's autobiographical narratives published in the past twenty years are feminist epistemological projects that rework Caribbean studies' longstanding commitment to creating counter-archives.

Embodied Avatars Uri McMillan 2015-11-04 How black women have personified art, expression, identity, and freedom through performance Winner, 2016 William Sanders Scarborough Prize, presented by the Modern Language Association for an outstanding scholarly study of African American literature or culture Winner, 2016 Barnard Hewitt Award for Outstanding Research in Theatre History, presented by the American Society for Theatre Research Winner, 2016 Errol Hill Award for outstanding scholarship in African American theater, drama, and/or performance studies, presented by the American Society for Theatre Research Tracing a dynamic genealogy of performance from the nineteenth to the twenty-first century, Uri McMillan contends that black women artists practiced a purposeful self-objectification, transforming themselves into art objects. In doing so, these artists raised new ways to ponder the intersections of art, performance, and black female embodiment. McMillan reframes the concept of the avatar in the service of black performance art, describing black women performers' skillful manipulation of synthetic selves and adroit projection of their performances into other representational mediums. A bold rethinking of performance art, Embodied Avatars analyzes daring performances of alterity staged by "ancient negress" Joice Heth and fugitive slave Ellen Craft, seminal artists Adrian Piper and Howardena Pindell, and contemporary visual and music artists Simone Leigh and Nicki Minaj. Fusing performance studies with literary analysis and visual culture studies, McMillan offers astute readings of performances staged in theatrical and quotidian locales, from freak shows to the streets of 1970s New York; in literary texts, from artists' writings to slave narratives; and in visual and digital mediums, including engravings, photography, and video art. Throughout, McMillan reveals how these performers manipulated the dimensions of objecthood, black performance art, and avatars in a powerful re-scripting of their bodies while enacting artful forms of social misbehavior. The Critical Lede interview with Uri McMillan Reimagining Reference in the 21st Century David A. Tyckoson 2015 Libraries today provide a wider variety of services, collections, and tools than at any time in the past. This book explores how reference librarianship is changing to continue to help users find information they need in this shifting environment.

Reimagining Business History Philip Scranton 2013-04-15 Business history needs a shake-up, Philip Scranton and Patrick Fridenson argue, as many businesses go global and cultural contexts become critical. Reimagining Business History prods practitioners to take new approaches to entrepreneurial intentions, company scale, corporate strategies, local infrastructure, employee well-being, use of resources, and long-term environmental consequences. During the past half century, the history of American business became an unusually active and rewarding field of scholarship, partly because of the primacy of postwar American capital, at home and abroad, and the rise of a consumer culture but also because of the theoretical originality of Alfred D. Chandler. In a field long given over to banal company histories and biographies of tycoons, Chandler took the subject seriously enough to ask about the large patterns and causes of corporate success. Chandler and his students found the richest material for theorizing about the course of business history in large companies and their institutional structures and cultures.

Meantime, Scranton and others found smaller firms, those specializing in batch work as opposed to mass-produced goods, far closer to the norm and more telling. Scranton and Fridenson believe that the time has come for a sweeping rethinking of the field, its materials, and the kinds of questions its practitioners should be asking. How can this field develop in an age of global markets, growing information technology, and diminishing resources? A transnational collaboration between two senior scholars, Reimagining Business History offers direction in forty-four short, pithy essays.

Reimagining Process Kyle Jensen 2014-12-12 Reimagining Process explores how process and attending concepts such as reflection, care, power and portfolios might play a more prominent role in emerging writing studies research.

Reimagining Businesses with AI Sudhi Sinha 2020-09-22 Discover what AI can do for your business with this approachable and comprehensive resource Reimagining Businesses with AI acquaints readers with both the business challenges and opportunities presented by the rapid growth and progress of artificial intelligence. The accomplished authors and digital executives of the book provide you with a multi-industry approach to understanding the intersection of AI and business. The book walks you through the process of recognizing and capitalizing on AI's potential for your own business. The authors describe: How to build a technological foundation that allows for the rapid implementation of artificial intelligence How to manage the disruptive nature of powerful technology while simultaneously harnessing its capabilities The ethical implications and security and privacy concerns raised by the spread of AI Perfect for business executives and managers who seek a jargon-free and approachable manual on how to implement artificial intelligence in everyday operations, Reimagining Businesses with AI also belongs on the bookshelves of anyone curious about the interaction between artificial intelligence and business.

Visual Research Methods Gregory C. Stanczak 2007-03-28 Visual Research Methods: Image, Society, and Representation translates abstract concepts into visually-compelling elements of everyday life. Differing from photographs as illustration, this edited volume synthesizes images with analytic questions about the world "out there." Editor Gregory C. Stanczak crisscrosses disciplines in ways that highlight the multiple manifestations of a new interdisciplinary trend.