

## Digital Transformation War Retailer Tradizionali Vs Giganti Delle Commerce

Set against the grim backdrop of World War I, mysterious aviator Karl Kaufmann arrives on the western front dressed outlandishly and at the controls of his own plane. Overconfident and full of romantic ideals, he has come to fight and kill the Hun. But soon Kaufmann confronts staggering loss and witnesses violence on a scale he has never imagined. In the process, he learns the harsh truth of conflict: war is hell! Collects War Is Hell: The First Flight of the Phantom Eagle #1-5.

Digital platforms are changing the rules of competition in the global economy. Until recently, it took Fortune 500 companies an average of 20 years to reach billion-dollar market valuations. Successful platforms now reach that milestone in an average of four years. In *The Platform Paradox: How Digital Businesses Succeed in an Ever-Changing Global Marketplace*, Wharton professor Mauro F. Guillén highlights a key incongruity in this new world. Most platforms considered to be successful have triumphed in only some, rather than all, parts of the world. There are very few truly global digital platforms. In more than three decades of studying multinational firms, Guillén has found they often misunderstand key aspects of what it takes to succeed globally, from culture and institutions to local competitive dynamics and pursuing markets in a logical sequence. Seeing multibillion-dollar companies like Amazon flounder in certain markets

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has led Guillén to research what it takes to create a successful global strategy. In *The Platform Paradox*, Guillén details: How the COVID-19 pandemic has accelerated digitization and forced companies like Airbnb to pivot and adapt; How platforms like Tinder and Uber have used local advantages to grow rapidly in different countries; How traditional companies have transformed themselves into digital platforms, like Lego undertaking a digital revolution to emerge from bankruptcy and become the "Apple of toys"; and The possibilities and limits to global expansion, as illustrated by companies like Zoom and Skype. In *The Platform Paradox*, Guillén offers an integrated framework for these platforms to identify and implement a digital platform strategy on a truly global scale.

With all of the new developments in information storage and retrieval, researchers today need a clear and comprehensive overview of the full range of their options, both online and offline, for finding the best information quickly. In this third edition of *The Oxford Guide to Library Research*, Thomas Mann maps out an array not just of important databases and print sources, but of several specific search techniques that can be applied profitably in any area of research. From academic resources to government documents to manuscripts in archives to business Web sites, Mann shows readers how best to exploit controlled subject headings, explains why browsing library shelves is still important in an online age, demonstrates how citation searching and related record searching produce results far beyond keyword inquiries, and offers

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practical tips on making personal contacts with knowledgeable people. Against the trendy but mistaken assumption that everything can be found on the Internet, Mann shows the lasting value of physical libraries and the unexpected power of traditional search mechanisms, while also providing the best overview of the new capabilities of computer indexing. Throughout the book Mann enlivens his advice with real-world examples derived from his experience of having helped thousands of researchers, with interests in all subjects areas, over a quarter century. Along the way he provides striking demonstrations and powerful arguments against those theorists who have mistakenly announced the demise of print. Essential reading for students, scholars, professional researchers, and laypersons, *The Oxford Guide to Library Research* offers a rich, inclusive overview of the information field, one that can save researchers countless hours of frustration in the search for the best sources on their topics. Since the very beginnings of the digital humanities, Papyrology has been in the vanguard of the application of information technologies to its own scientific purposes, for both theoretical and practical reasons (the strong awareness towards the problems of human memory and the material ways of preserving it; the need to work with a multifarious and overwhelming amount of different data). After more than thirty years of development, we have now at our disposal the most advanced tools to make papyrological studies more and more effective, and even to create a new conception of "papyrology" and a new model of "edition" of the ancient documents. At this turning

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point, it is important to build an epistemological framework including all the different expressions of Digital Papyrology, to trace a historical sketch setting the background of the contemporary tools, and to provide a clear overview of the current theoretical and technological trends, so that all the possibilities currently available can be exploited following uniform pathways. The volume represents an innovative attempt to deal with such topics, usually relegated into very quick and general treatments within journal articles or papyrological handbooks.

The music industries hinge on entrepreneurship. The recent, rapid convergence of media and the parallel ongoing evolution of music businesses have again seen the focus shift to independent companies and individual entrepreneurs. Opportunities tend not to be advertised in professional music and practically everyone begins on their own: forming a band, starting a record label, running events, or building a website. But it's not an easy territory to navigate or get a handle on. Music Entrepreneurship features an analysis of the changing landscape of the music industries and the value of the entrepreneur within them through a series of focused chapters and case studies. Alongside contributions from key academics across the globe, expert contributors from across the industry highlight successful entrepreneurs and offers practical help to the reader trying to navigate the business. Sectors examined include: The value of the music industries Recorded music Live events Branding in music Artist management Digital distribution

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This comprehensive overview of local food systems explores alternative definitions of local food, estimates market size and reach, describes the characteristics of local consumers and producers, and examines early indications of the economic and health impacts of local food systems. Defining ¿local¿ based on marketing arrangements, such as farmers selling directly to consumers at regional farmers¿ markets or to schools, is well recognized. Statistics suggest that local food markets account for a small, but growing, share of U.S. agricultural production. For smaller farms, direct marketing to consumers accounts for a higher percentage of their sales than for larger farms. Charts and tables.

Digital technology has made culture more accessible than ever before. Texts, audio, pictures and video can easily be produced, disseminated, used and remixed using devices that are increasingly user-friendly and affordable. However, along with this technological democratization comes a paradoxical flipside: the norms regulating culture's use - copyright and related rights - have become increasingly restrictive. This book brings together essays by academics, librarians, entrepreneurs, activists and policy makers, who were all part of the EU-funded Communia project. Together the authors argue that the Public Domain - that is, the informational works owned by all of us, be that literature, music, the output of scientific research, educational material or public sector information - is fundamental to a healthy society. The essays range from more theoretical papers on the history of copyright and the Public Domain, to practical

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examples and case studies of recent projects that have engaged with the principles of Open Access and Creative Commons licensing. The book is essential reading for anyone interested in the current debate about copyright and the Internet. It opens up discussion and offers practical solutions to the difficult question of the regulation of culture at the digital age.

This book is about one of the most controversial dilemmas of contract law: whether or not the unexpected change of circumstances due to the effects of financial crises may under certain conditions be taken into account. Growing interconnectedness of global economies facilitates the spread of the effects of the financial crises. Financial crises cause severe difficulties for persons to fulfill their contractual obligations. During the financial crises, performance of contractual obligations may become excessively onerous or may cause an excessive loss for one of the contracting parties and consequently destroy the contractual equilibrium and legitimate the governmental interventions. Uncomfortable economic climate leads to one of the most controversial dilemmas of the contract law: whether the binding force of the contract is absolute or not. In other words, unstable economic circumstances impose the need to devote special attention to review and perhaps to narrow the binding nature of a contract. Principle of good faith and fair dealing motivate a variety of theoretical bases in order to overcome the legal consequences of financial crises. In this book, all these theoretical bases are analyzed with special focus on the available remedies, namely renegotiation,

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rescission or revision and the circumstances which enables the revocation of these remedies. The book collects the 19 national reports and the general report originally presented in the session regarding the Effects of Financial Crises on the Binding Force of Contracts: Renegotiation, Rescission or Revision during the XIXth congress of the International Academy of Comparative Law, held in Vienna, July 2014.

A pioneering work in oral history, this book tells the story of the rise and fall of the industrial revolution and the apogee and crisis of the labor movement through an oral history of Terni, a steel town in Central Italy and the seat of the first large industrial enterprise in Italy. This story is told through a combination of stories, songs, myths and memories from over 200 voices of five generations, woven with a wealth of archival material.

Cameron Lewis is left reeling when his perfect life—two beautiful children, an adoring husband, and a house on the lake—is ripped apart by loss. Kade Ramsey is living the American dream with a wife, two amazing children, and a comfortable job. But dreams are often only illusions, and Kade discovers his life isn't all he thought it to be. Kade and Cam have been friends for years. When their lives begin to fall apart, they turn to each other for support. Is friendship all they share? Or will their need for each other drive them down an unexpected path? Kade & Cameron is a first-time-gay, out-for-you, friends-to-lovers, hurt/comfort story. \*\*This is a male/male romance meant for ages 18+ due to adult language and situations.\*\*

Brill's Companion to the Reception of Euripides offers a comprehensive account of the reception of Euripides' plays over the centuries, across cultures and within a range of different fields, such as literature, intellectual history, visual arts, music, dance, stage and cinema.

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This book describes Italian mathematics in the period between the two World Wars. It analyzes the development by focusing on both the interior and the external influences. Italian mathematics in that period was shaped by a colorful array of strong personalities who concentrated their efforts on a select number of fields and won international recognition and respect in an incredibly short time. Consequently, Italy was considered a third mathematical power after France and Germany.

Digital Transformation Management for Agile Organizations highlights and explores new dynamics regarding how current digital developments globally scale, by examining the threats, as well as the opportunities these innovations offer to organizations of all kinds.

The well-intentioned protagonists of *Brief Encounters with Che Guevara* are caught -- to both disastrous and hilarious effect -- in the maelstrom of political and social upheaval surrounding them. In "Near-Extinct Birds of the Central Cordillera," an ornithologist being held hostage in the Colombian rain forest finds that he respects his captors for their commitment to a cause, until he realizes that the Revolution looks a lot like big business. In "The Good Ones Are Already Taken," the wife of a Special Forces officer battles a Haitian voodoo goddess with whom her husband is carrying on a not-entirely-spiritual relationship. And in "The Lion's Mouth," a disillusioned aid worker makes a Faustian bargain to become a diamond smuggler for the greater good. With masterful pacing and a robust sense of the absurd, each story in *Brief Encounters with Che Guevara* is a self-contained adventure, steeped in the heady mix of tragedy and danger, excitement and hope, that characterizes countries in transition. Through Fountain's rounded and novelistic prose, these intelligent and keenly observed stories are painted in provocative and vibrant detail across a global canvas. *Brief Encounters with Che*



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Guevara marks the arrival of a striking and resonant new voice that speaks adeptly to the intimate connection between the foreign, the familiar, and the inescapably human. This book takes a penetrating look at a new, potentially more effective treatment for cancer. Italian Witchcraft (previously titled Ways of the Strega) by respected author Raven Grimassi is more than just a book about Witchcraft. It is a complete Book of Shadows. In it you will find the history of this ancient tradition, its legends and myths, as well as the rituals and rites that you can do today. You can be a Strega! The book includes a full set of rituals that you can do. You'll find rituals for all of the Italian Witchcraft holidays including Shadow Fest, Lupercus, Tana's Day and more. You'll also find rituals for the Full Moon, births, funerals. There is a practical side to this book, too. It is filled with instructions so that you can cast spells and work with the powers of incense, oils, herbs, and candles. You'll learn to work with the magick of the Moon and Stars. You'll be able to do protection rituals and learn how to cure someone who has received the "Malocchio" (Evil Eye). Many of the mysteries revealed here have never been published before. You'll learn secret gestures of power and secret symbols. And you can use them all! Also revealed are the secrets of the tools of the Italian Witch. You'll learn how to prepare the "Spirit Blade" and the ritual wand. You'll learn how to make the Spirit Bowl and use to consecrate other tools and talismans. If you're looking to discover real Witchcraft, or if you're already a Witch but are thinking about other traditions, this is the book for you.

Zero Waste Fashion Design combines research and practice to introduce a crucial sustainable fashion design approach. Written by two industry leading pioneers, Timo Rissanen and Holly McQuillan, the book offers flexible strategies and easy-to-master

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zero waste techniques to help you develop your own cutting edge fashion designs. Sample flat patterns and more than 20 exercises will reinforce your understanding of the zero waste fashion design process. Beautifully illustrated interviews with high-profile, innovative designers, including Winifred Aldrich, Rickard Lindqvist and Yeohlee Teng, show the stunning garments produced by zero waste fashion design. Featured topics include: The criteria for zero waste fashion design Manufacturing zero waste garments Adapting existing designs for zero waste Zero waste designing with digital technologies

Ethnicity and the Colonial State compares the choices of community leaders in three different West African groups (Wolof, Temne, and Ewe), with regard to “selling” their identifications to the colonial rulers. The book thereby addresses ethnicity as a factor in global history.

Europe’s boundaries have mainly been shaped by cultural, religious, and political conceptions rather than by geography. This volume of bilingual essays from renowned European scholars outlines the transformation of Europe’s boundaries from the fall of the ancient world to the age of decolonization, or the end of the explicit endeavor to “Europeanize” the world. From the decline of the Roman Empire to the polycentrism of today’s world, the essays span such aspects as the confrontation of Christian Europe with Islam and the changing role of the Mediterranean from “mare nostrum” to a frontier between nations. Scandinavia, eastern Europe and the Atlantic are also

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analyzed as boundaries in the context of exploration, migratory movements, cultural exchanges, and war. The Boundaries of Europe, edited by Pietro Rossi, is the first installment in the ALLEA book series Discourses on Intellectual Europe, which seeks to explore the question of an intrinsic or quintessential European identity in light of the rising skepticism towards Europe as an integrated cultural and intellectual region. Today, the increasing mobility of capital, people and information has changed the space relations of urban societies. Contractual relations have increased in every field of social life: in the economic field, but also in the political, and in creative and scientific areas. Contracts are not only legal frameworks or economic aggregates of individuals, but socially embedded forms. The concept of urban contract proposed in this book combines the theoretical body of economic-juridical literature on the contract with that of historical-anthropological and socio-spatial literature on the city. Through a diverse range of ten city case studies, The Urban Contract compares European, North-American and Asian Urban Contracts. It concludes with a theoretical proposal for understanding the deep dialectical nature of Contract Cities: their reciprocity and competition, their dual trend towards growth and decay, their cyclical nature as agents of change and disruption of the social forms of urbanity.

What do Eastern Europe's booming sex trade, America's subprime mortgage lending scandal, China's fake goods industry, and celebrity philanthropy in Africa have in common? With biopirates trolling the blood industry, fish-farming bandits ravaging the

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high seas, pornography developing virtually in Second Life, and games like World of Warcraft spawning online sweatshops, how are rogue industries transmuting into global empires? And will the entire system be transformed by the advent of sharia economics? With the precision of an economist and the narrative deftness of a storyteller, syndicated journalist Loretta Napoleoni examines how the world is being reshaped by dark economic forces, creating victims out of millions of ordinary people whose lives have become trapped inside a fantasy world of consumerism. Napoleoni reveals the architecture of our world, and in doing so provides fresh insight into many of the most insoluble problems of our era.

Digital transformation warRetailer tradizionali VS Giganti dell'e-commerceFrancoAngeli Research on fathers and fatherhood has blossomed in recent years, focusing, for the most part, on present-day fathering experiences but also beginning to uncover hidden narratives of past fatherhood. This collection aims to add something new to this expanding field by exploring the dynamic relationship between present and past fatherhoods. The popular understanding of fathers in past generations, as being detached and uninvolved in the lives of their children, can be said to play a significant part in the construction of modern fathering identities, with ideas of “new” fatherhood being played off against notions of historical fathering practices. However, research has begun to show that these popular myths often misremember the past, judging it by current standards and obscuring the diverse nature of fathering practices in the recent

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and distant past. A genealogical approach is able to critically examine these intergenerational constructions of fatherhood and more positively illuminate the ways in which experiences of fathering and being fathered are passed on between generations. The contributions to this collection use a genealogical approach (broadly defined) to fathering and fatherhood as a way of defamiliarizing accepted narratives and suggesting new ways of thinking about men and their relationships with their children. Italy's Margins explores how certain places and social groups in Italy have been defined as marginal or peripheral since unification. This marginalization involves not only concrete policies but also ways of perceiving people and places as outside society's centre. The author looks closely at how photography and writing have supported political and social exclusion and, conversely, how they have been enlisted to challenge it. Five cases are examined: the peripheries of Italy's major cities after unification; its East African colonies in the 1930s; the less developed areas of its south in the 1950s; its psychiatric hospitals before the reforms of the late 1970s; and its 'nomad camps' after 2000. Each chapter takes its lead from a symptomatic photograph and is followed by other pictures and extracts from written texts. These allow the reader to examine how social marginalization is discursively performed by cultural products.

Today, more mediated information is available to more people than at any other time in human history. New and revitalized sense-making strategies multiply in response to the challenges of "cutting through the clutter" of competing narratives

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and taming the avalanche of information. Data miners, "sentiment analysts," and decision markets offer to help bodies of data "speak for themselves"—making sense of their own patterns so we don't have to. Neuromarketers and body language experts promise to peer behind people's words to see what their brains are really thinking and feeling. New forms of information processing promise to displace the need for expertise and even comprehension—at least for those with access to the data. Infoglut explores the connections between these wide-ranging sense-making strategies for an era of information overload and "big data," and the new forms of control they enable. Andrejevic critiques the popular embrace of deconstructive debunkery, calling into question the post-truth, post-narrative, and post-comprehension politics it underwrites, and tracing a way beyond them.

This volume compares the extreme right in Italy, Germany, and the United States using concepts and methods developed in social movement studies, paying particular attention to the discourses actions, and organisational structures of each movement.

Profiles the life and career of the professional ballerina, covering from when she began dance classes at age thirteen in an after-school community center through becoming the only African American soloist dancing with the American Ballet

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Theatre.

This landmark book provides the first systematic overview of the key scholarly contributions in an emerging field of research on constitutionalism: the sociology of constitutions. It presents chapters offering very different normative and methodological approaches to constitutions, ranging from analysis of national constitutional law, to research on transnational legal forms, to discussions of the constitutional impact of international human rights law. The book makes an important contribution to a series of wider debates - spanning constitutional law, legal theory, comparative constitutionalism, sociology, and political science - about the changing nature of constitutionalism. Researchers and students in constitutional law will gain a comprehensive appreciation of a diverse range of distinctively sociological approaches to constitutional law and an in-depth understanding of distinctive sociological dimensions of constitutions. The book offers new insights into the sources of constitutional normativity in society and it proposes different sociological methods for addressing them.

The main focus of this book is the ancient formation and development of the canons of Greek historiography. It takes a fresh look on the modern debate on canonical literature and deals with Greek historiographical traditions in the works of ancient rhetors and literary critics. Writings on historiography by Cicero,

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Quintilian, and Dionysius of Halicarnassus are chiefly taken into account to explore the canons of Greek historians in Hellenistic and Roman Imperial Ages. Essential in canon-formation was the concept of classicism which took shape in the Age of Augustus, but whose earlier developments can be traced back to Isocrates, a model rhetor according to Dionysius at the end of the 1st century BC. The analysis explores also late-antique authors of school treatises and progymnasmata, a field where historiography had a pedagogical function. Previous studies on canonical literature have rarely considered historiography. This book examines not only the works of ancient historians and their legacy, but also the relationship between historiography, literary criticism, and the rhetorical tradition.

Technology and increasing levels of education have exposed people to more information than ever before. These societal gains, however, have also helped fuel a surge in narcissistic and misguided intellectual egalitarianism that has crippled informed debates on any number of issues. Today, everyone knows everything: with only a quick trip through WebMD or Wikipedia, average citizens believe themselves to be on an equal intellectual footing with doctors and diplomats. All voices, even the most ridiculous, demand to be taken with equal seriousness, and any claim to the contrary is dismissed as undemocratic elitism.



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Tom Nichols' *The Death of Expertise* shows how this rejection of experts has occurred: the openness of the internet, the emergence of a customer satisfaction model in higher education, and the transformation of the news industry into a 24-hour entertainment machine, among other reasons. Paradoxically, the increasingly democratic dissemination of information, rather than producing an educated public, has instead created an army of ill-informed and angry citizens who denounce intellectual achievement. When ordinary citizens believe that no one knows more than anyone else, democratic institutions themselves are in danger of falling either to populism or to technocracy or, in the worst case, a combination of both. An update to the 2017 breakout hit, the paperback edition of *The Death of Expertise* provides a new foreword to cover the alarming exacerbation of these trends in the aftermath of Donald Trump's election. Judging from events on the ground since it first published, *The Death of Expertise* issues a warning about the stability and survival of modern democracy in the Information Age that is even more important today. A renowned Harvard professor debunks prevailing orthodoxy with a new intellectual foundation and a practical pathway forward for a system that has lost its moral and ethical foundation. Free market capitalism is one of humanity's greatest inventions and the greatest source of prosperity the world has ever

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seen. But this success has been costly. Capitalism is on the verge of destroying the planet and destabilizing society as wealth rushes to the top. The time for action is running short. Rebecca Henderson's rigorous research in economics, psychology, and organizational behavior, as well as her many years of work with companies around the world, give us a path forward. She debunks the worldview that the only purpose of business is to make money and maximize shareholder value. She shows that we have failed to reimagine capitalism so that it is not only an engine of prosperity but also a system that is in harmony with environmental realities, the striving for social justice, and the demands of truly democratic institutions. Henderson's deep understanding of how change takes place, combined with fascinating in-depth stories of companies that have made the first steps towards reimagining capitalism, provide inspiring insight into what capitalism can be. Together with rich discussions of important role of government and how the worlds of finance, governance, and leadership must also evolve, Henderson provides the pragmatic foundation for navigating a world faced with unprecedented challenge, but also with extraordinary opportunity for those who can get it right.

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Collecting data is easy for marketers. Figuring out what to do with it is hard. Technology has

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made it almost routine for companies to know exactly when, where, and how their customers shop, both online and off. As soon as someone pulls out a credit card—or even better, a membership rewards card—the data floodgates open. United Airlines knows if you think it's worth \$25 to check a suitcase. Verizon knows how often you call your mom. Hilton knows if you prefer a higher floor and a room away from the elevator. But after gathering and crunching all this customer data most companies have little or no idea how to use it. They either let it go to waste or abuse it with ill-considered, irrelevant, or even creepy marketing pitches. There's a much better option, as Bryan Pearson has discovered after twenty years of studying the hidden patterns of consumer behavior. It really is possible to turn customer information into customer intimacy—systematically, efficiently, and without invading anyone's privacy. And intimacy is the key to long-term loyalty, growth, and profits. As Pearson writes: Customers can only be acquired, churned, and reactivated so many times before they tire of your brand. There is a proven marketing equation in which customers willingly share information with you in the expectation of being better served and valued during future transactions. Capitalizing on that equation is our business responsibility. The Loyalty Leap will give you the tools to persuade customers to share more information in their own best interests. And it will help you make sense of all that data to build strong customer relationships. It also shares compelling examples, including: How Shell increased sales while reducing its network of gas stations by giving its best customers incentives to buy from another location. How GameStop offers its PowerUp Rewards members access to such events as the Comic-Con convention. How McDonald's in Finland used location-based marketing to send special offers to customers near one of its locations, with a 40 percent response rate. How Caesars Entertainment uses data

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from its 40 million Total Rewards members to draw complete customer profiles, resulting in increased visits. Pearson believes this is one of the most exciting times in the history of marketing, and that loyalty marketing will be increasingly essential for years to come. His book will take you behind the curtain to show how the best companies are doing it.

This is one of Stifter's great epic works, a most sensitive account of the formative years in the life of Heinrich, a student of natural sciences, born into a bourgeois environment, but influenced and gently guided by a nobleman, the old Baron von Risach. It is in fact the baron's own reminiscences which give the book its title. Comparable in some ways to Gottfried Keller's <I>Der grune Heinrich this novel, nevertheless, reflects Stifter's own moral values, his ethical thinking and his deep reverence for nature."

To be competitive, companies must develop capabilities that allow them to react rapidly to market demands. The innovation methods of the past are not adapted to the turbulence of the modern world. In the last decade, increasing globalization of markets and Industry 4.0 have caused profound changes in the best way to manage the innovation process. This book includes a collection of thirteen papers that discuss theoretical approaches, case studies, and surveys focused on issues related to open innovation and its mechanisms.

Drawing on the thought of Max Weber, in particular his theory of stratification, this book engages with the question of whether the digital divide simply extends traditional forms of inequality, or whether it also includes new forms of social exclusion, or perhaps manifests counter-trends that alleviate traditional inequalities whilst constituting new modalities of inequality. With attention to the manner in which social stratification in the digital age is reproduced and transformed online, the author develops an account of stratification as it exists

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in the digital sphere, advancing the position that, just as in the social sphere, inequalities in the online world go beyond the economic elements of inequality. As such, study of the digital divide should focus not simply on class dynamics or economic matters, but cultural aspects - such as status or prestige - and political aspects - such as group affiliations. Demonstrating the enduring relevance of Weber's distinctions with regard to social inequality, *The Third Digital Divide: A Weberian approach to rethinking digital inequalities* explores the ways in which online activities and digital skills vary according to crucial sociological dimensions, explaining these in concrete terms in relation to the dynamics of social class, social status and power. As such, it will be of interest to social scientists with interests in sociological theory, the sociology of science and technology, and inequality and the digital divide.

Marcianus Graecus Z. 454 [= 822], known to Homeric scholars as the Venetus A, is the oldest complete text of the Iliad in existence, meticulously crafted during the tenth century ce. An impressive thousand years old and then some, its historical reach is far greater. The Venetus A preserves in its entirety a text that was composed within an oral tradition that can be shown to go back as far as the second millennium bce, and the writings in its margins preserve the scholarship of Ptolemaic scholars working in the second century bce and in the centuries following. Two thousand years later, technology offers a new opportunity to rediscover this scholarship and better understand the epic that is the foundation of Western literature. The high-resolution images of the manuscript that accompany these essays were acquired by a multinational team of scholars and conservators in May 2007.

"This is a very important book."--Martin Wolf, Financial Times  
A provocative look at how today's trade conflicts are caused by governments promoting the interests of elites at the expense of

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workers Longlisted for the 2020 Financial Times & McKinsey Business Book of the Year Award "Worth reading for [the authors'] insights into the history of trade and finance."--George Melloan, Wall Street Journal Trade disputes are usually understood as conflicts between countries with competing national interests, but as Matthew C. Klein and Michael Pettis show, they are often the unexpected result of domestic political choices to serve the interests of the rich at the expense of workers and ordinary retirees. Klein and Pettis trace the origins of today's trade wars to decisions made by politicians and business leaders in China, Europe, and the United States over the past thirty years. Across the world, the rich have prospered while workers can no longer afford to buy what they produce, have lost their jobs, or have been forced into higher levels of debt. In this thought-provoking challenge to mainstream views, the authors provide a cohesive narrative that shows how the class wars of rising inequality are a threat to the global economy and international peace--and what we can do about it.

The Maids concerns all the young women who work--before, during, and after WWII--in the pampered, elegant household of the famous author Chikura Raikichi. Though quite well-to-do, Raikichi has a small house: the family and the maids (usually a few, sharing a little room next to the kitchen) are on top of one another. This proximity allows Raikichi to observe the maids and their daily lives extremely closely, and while the house may be straight from The Makioka Sisters, his interest carries with it more than a dash of the erotic, calling to mind Tanizaki's raciest books, such as Diary of a Mad Old Man and The Key.

The classic text on the mystical traditions of the ninja now decoded in English • The path of the ninja as an authentic spiritual discipline • Details the art of concealment and espionage, including methods of disguise, survival techniques, and face reading • A ninja response to the

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Samurai Bushido and the way to mind-body harmony Experts in disguise, infiltration, espionage, and counterintelligence, the ninja had spiritual values and magical traditions that distinguished them from the soldierlike samurai. Their art of ninjutsu, invisible as well as indispensable, was transmitted in secret schools and relied on only a few books, which were written in code. The Shoninki, one of the most important of these coded manuals, was written in 1681 by Master Ninja Natori Masazumi. Presenting all facets of the art of concealment, espionage, and physical prowess, including methods of disguise and survival techniques, this source text also contains teachings on spiritual meditations, psychic powers, the art of face reading, controlling the emotions, and magic spells. Revealing the connection between the ninja and the yamabushi--warrior monks who were endowed with supernatural powers--this classic text confirms the path of the ninja as an authentic spiritual discipline, one of self-realization and detachment and the way to mind-body harmony.

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