

Free ebook The strategy of desire (PDF)

The Strategy of Desire The New Culture of Desire The Evolution of Desire The Psychology of Desire The Strategy of Desire Use the Power of Desire & Win Summary of Danielle LaPorte's The Desire Map Brand Desire Lord Byron and the History of Desire Dislocations of Desire The Psychology of Desire Designing Your Heart's Desire In Praise of Desire Psychoanalytic Accounts of Consuming Desire The Evolution of Desire Intentionality, Desire, Responsibility Subjects of Desire Creating Space Tourism Desire Strategy Strategies Eldredge 3 in 1 - Sacred Romance , Waking the Dead, Desire On Desire Desire & Sacred Romance 2-in-1 Strategy Execution On Desire The Brand Strategist's Guide to Desire Race and Utopian Desire in American Literature and Society Vagaries of Desire: A Collection of Philosophical Essays Guerrillas of Desire Brand Desire Capitalism and Desire The Gardens of Desire Connected Strategy Dialogue and Desire The Oxford Handbook of Strategy Implementation Desire Animals and Desire in South African Fiction Premium Prospects Working Out Desire The Philosophy of Desire in the Buddhist Pali Canon How To Create The Life You Desire

The Strategy of Desire

2002-10-21

ernest dichter is famous as one of the founding fathers of motivational research in applying the social sciences to a variety of problems dichter emphasized new approaches to problem solving advertising politics and selling and issues of social significance such as urban renewal productivity and drug addiction as an author and corporate adviser he used psychoanalytic theory and depth interviewing to uncover unconsciously held attitudes and beliefs he goal was to help explain why people act the way they do and how positive behavioral change might be achieved in the strategy of desire dichter both counters the argument that motivational research amounts to manipulation and shows how the understanding and modification of human behavior is necessary for progress dichter s survey and analysis of behavior ranges widely he examines everyday matters of product choice as well as such broad civic issues as voter participation religious toleration and racial understanding he shows that in order to achieve socially constructive goals it is necessary to move beyond theological exhortation which takes an unrealistic view of human morality as well as beyond the limits of empirically oriented social science research which only deals in appearances dichter sees human action as rooted in irrational and often unconscious motivation which can usually be uncovered if the correct approach is used in his consumer research he analyzes the nonutilitarian importance of objects in everyday life as well as how products and materials become bound with emotional resonance or acquire different meanings from different contexts or points of view dichter shows that success depends on the satisfaction of desires and a movement beyond the ethic of work and saving arguing that in an increasingly technological world progress and social harmony are materially based he advocates a morality of the good life in which prosperity and leisure lead to greater human self assurance in the face of change first published in 1960 the strategy of desire is especially timely in the age of the internet and ever increasing effect of sophisticated computer technology on consumer culture ernest dichter 1907 1991 was consulting psychologist for the columbia broadcasting system from 1943 to 1946 president of the institute for motivational research and founder of ernest dichter associates international his books include the psychology of everyday life handbook of consumer motivation motivating human behavior and the naked manager arthur asa berger is professor of broadcast and electronic communication arts at san francisco state university

The New Culture of Desire

2016-12-27

a wholly new force is driving human behavior today and it s turning the world as we know it upside down and inside out human behavior is now being driven by a new survival instinct a new primal desire that is invisibly but unstoppably reshaping the world from the most intimate details of our private lives to the dynamics of the global marketplace the new culture of desire reveals and chronicles this present and future brave new world the beginning of human history part ii according to futurist melinda davis it is evolving right under our noses and we need to adapt now to survive and to thrive described variously as a secret weapon of the fortune 100 and a hired gun visionary davis divulges the startling conclusions and once confidential details of the human desire project a six year multidisciplinary study to investigate what makes human beings want what they want and do what they do originally initiated as a landmark study for big business davis s client ranks include distinguished companies such as at t merck diageo procter gamble l oréal unilever and lucent technologies the human desire project evolved into an even larger phenomenon with far reaching implications for all of our lives in the new culture of desire you learn to leverage for your own good fortune today and into tomorrow the same

insights and strategies that inform the future plans of some of the most powerful corporate movers and shakers around here are just some of the revelations of the new culture of desire the unconscious formula that we all use to make choices now why bliss beats sex money and power the new peak experience the state of o the single greatest unmet consumer need the battle for our interior lives the five strategies we enlist to satisfy the new primal desire and what they mean for your life and your business harvard educated and street smart davis examines the telltale signs of our rapidly morphing world with the nose of an mit mtv anthropologist and an arsenal of case histories quizzes and checklists appear throughout the book to help you diagnose your own desires new marketing models provide new ways to speak more powerfully to the heart of your customers true desires this insider s analysis of the most powerful desire driven trends of our time provides a strategic guide to the inside of the new millennial mind to help you understand your own motivations and those of your colleagues customers and friends here are some of those cultural trends that you need to know about magical thinking looking for the simple supernatural solution the third sex having it all yoda ism new candidates for a god tribe crashing the ultimate insiderism hot blooded spiritualism drumming up the saving graces raging amazonianism the rise of the butt kicking babe pleasure healing self indulgence that does you good p q the performance quotient upgrading the human processor a pioneering work that looks into what people want and why the new culture of desire blows traditional future planning theory and practice sky high and replaces it with groundbreaking strategies that really work

The Evolution of Desire

2015-08-13

a drop dead shocker washington post book world that uses evolutionary psychology to explain human mating and the mysteries of love if we all want love why is there so much conflict in our most cherished relationships to answer this question we must look into our evolutionary past argues prominent psychologist david m buss based one of the largest studies of human mating ever undertaken encompassing more than 10 000 people of all ages from thirty seven cultures worldwide the evolution of desire is the first work to present a unified theory of human mating behavior drawing on a wide range of examples of mating behavior from lovebugs to elephant seals from the yanomamö tribe of venezuela to online dating apps buss reveals what women want what men want and why their desires radically differ love has a central place in human sexual psychology but conflict competition and manipulation also pervade human mating something we must confront in order to control our own mating destiny updated to reflect the very latest scientific research on human mating this definitive edition of this classic work of evolutionary psychology explains the powerful forces that shape our most intimate desires

The Psychology of Desire

2017-07-12

providing a comprehensive perspective on human desire this volume brings together leading experts from multiple psychological subdisciplines it addresses such key questions as how desires of different kinds emerge how they influence judgment and decision making and how problematic desires can be effectively controlled current research on underlying brain mechanisms and regulatory processes is reviewed cutting edge measurement tools are described including practical recommendations for their use the book also examines pathological forms of desire and the complex relationship between desire and happiness the concluding section analyzes specific applied domains eating sex aggression substance use

shopping and social media

The Strategy of Desire

2023-02-07

ernest dichter is famous as one of the founding fathers of motivational research in applying the social sciences to a variety of problems dichter emphasized new approaches to problem solving advertising politics and selling and issues of social significance such as urban renewal productivity and drug addiction as an author and corporate adviser he used psychoanalytic theory and depth interviewing to uncover unconsciously held attitudes and beliefs he goal was to help explain why people act the way they do and how positive behavioral change might be achieved in the strategy of desire dichter both counters the argument that motivational research amounts to manipulation and shows how the understanding and modification of human behavior is necessary for progress dichter s survey and analysis of behavior ranges widely he examines everyday matters of product choice as well as such broad civic issues as voter participation religious toleration and racial understanding he shows that in order to achieve socially constructive goals it is necessary to move beyond theological exhortation which takes an unrealistic view of human morality as well as beyond the limits of empirically oriented social science research which only deals in appearances dichter sees human action as rooted in irrational and often unconscious motivation which can usually be uncovered if the correct approach is used in his consumer research he analyzes the nonutilitarian importance of objects in everyday life as well as how products and materials become bound with emotional resonance or acquire different meanings from different contexts or points of view dichter shows that success depends on the satisfaction of desires and a movement beyond the ethic of work and saving arguing that in an increasingly technological world progress and social harmony are materially based he advocates a morality of the good life in which prosperity and leisure lead to greater h

Use the Power of Desire & Win

2022-03-31T22:59:00Z

what the 3rd edition brings you you support climate protection quickly receive compact information and checklists from experts overview and press reviews in the book preview as well as advice proven in practice which leads to success step by step also thanks to add on because many people have undreamt of wishes and desires who knows these can use this strategy specifically to achieve their own goals but which strategies really help against unpleasant team members employees and superiors this book provides insights into the psychology not only of executives and reveals rhetoric tips for conflicts and disputes it also shows how you can use suitable manipulation techniques to influence organizational cultures in your favor convince other people with your arguments and thus make your life easier even without being an official superior we give you the best possible help on the topics of career finance management personnel work and life assistance for this purpose we gather in each book the best experts in their field as authors detailed biographies in the book who give a comprehensive overview of the topic and additionally offer you success planner workbooks in printed form our guidebooks are aimed primarily at beginners readers who are looking for more in depth information can get it for free as an add on with individual content in german and english as desired this concept is made possible by a particularly efficient innovative digital process and deep learning ai systems that use neural networks in translation moreover we give at least 5 percent of our proceeds from book sales to social and sustainable projects for example we endow scholarships or support innovative ideas as well as climate protection initiatives and

in some cases also receive government funding for this with our translations from german into english we improve the quality of neural machine learning and thus contribute to international understanding you can find out more on the website of our berufebilder yourweb institute publisher simone janson is also a bestselling author as well as one of the 10 most important german bloggers according to the blogger relevance index furthermore she was a columnist and author of renowned media such as welt wirtschaftswoche or zeit more about her in wikipedia

Summary of Danielle LaPorte's The Desire Map

2016-10-20

please note this is a companion version not the original book sample book insights 1 i began to speak about the desired feelings thing as it became known onstage at my speaking gigs i gave the theory a name the strategy of desire i wrote about it in session 3 of my book the fire starter sessions and it proved to be the most meaningfully discussed chapter of the book 2 we typically come up with our todo lists our bucket lists and our strategic plans but what if we designed our todo lists goals and bucket lists from a different perspective 3 we have the power to choose what we want in our lives we can choose to be angry resentful and filled with clutter or we can choose compassion tenderness and resilience 4 when you want things to be different when you re in pain when you ve got a great idea to act on when you want to make stuff you ll have your desired feelings in mind your desired feelings are how you create your reality

Brand Desire

2009

desire is big business if companies can create true desirability for their brands customers will not only express preference and loyalty they also show a willingness to act as brand champions participate in online communities co create innovative ideas and show the sort of commitment that is normally associated with fervent employees however desire doesn t just happen brands need to nurture it by offering both security and surprise this isn t just about marketing but rather a reflection of an organization wide culture and perspective using international case studies brand desire explains how companies can engage customers emotionally and create value for them managers can successfully build and maintain brand desire through specific strategies and tools such as promoting a principles driven organization that is grounded in its heritage and distinctive competences creating a supportive culture that encourages the active participation of people in brand development providing an opportunity for people to communicate more with each other and to encourage socialization through communities and events and offering outstanding experiences being consistent in delivery from first communications through to after sales service and support in a crowded sales environment brand desire can elevate any product or service so that it stands out from the crowd and stays there brand desire demonstrates how desirable brands are about desirable experiences and shows what companies can do to maximize those experiences for their customers

Lord Byron and the History of Desire

1998

drawing on the work of eric gans and rené girard novelist and literary scholar dennis u of ottawa contends that british poet byron 1788 1824 changed his ideas about what could and should be desired during the course of his writing career he considers victory and defeat in the eastern tales heroic victimhood in prometheus and the prisoner of chillon byron s sincerity and the market in don juan only names and titles are indexed

Dislocations of Desire

2016-06-29

this study of la regenta by alas draws both on psychoanalytic theory and on an understanding of the social sexual and medical norms of the period in which the novel was written it proposes that the novel be understood as a coded summary of desire fantasied dislocated repudiated and thwarted

The Psychology of Desire

1995-03-01

providing a comprehensive perspective on human desire this volume brings together leading experts from multiple psychological subdisciplines it addresses such key questions as how desires of different kinds emerge how they influence judgment and decision making and how problematic desires can be effectively controlled current research on underlying brain mechanisms and regulatory processes is reviewed cutting edge measurement tools are described including practical recommendations for their use the book also examines pathological forms of desire and the complex relationship between desire and happiness the concluding section analyzes specific applied domains eating sex aggression substance use shopping and social media

Designing Your Heart's Desire

2014

in praise of desire aims to show that ordinary desires belong at the heart of moral psychology basing its thesis on a doctrine called spare conativism it gives a full defence of the central role intrinsic desires have in our moral lives

In Praise of Desire

2012-11-28

provides an accessible introduction to psychoanalytic explanations of consumer desire topics are drawn widely to reflect the scope of freud s vision and include dreams sexuality and hysteria discussion is widened to selectively include authors such as melanie klein and jacques lacan and to include evaluation of current research

Psychoanalytic Accounts of Consuming Desire

2016-12-27

a drop dead shocker washington post book world that uses evolutionary psychology to explain human mating and the mysteries of love if we all want love why is there so much conflict in our most cherished relationships to answer this question we must look into our evolutionary past argues prominent psychologist david m buss based one of the largest studies of human mating ever undertaken encompassing more than 10 000 people of all ages from thirty seven cultures worldwide the evolution of desire is the first work to present a unified theory of human mating behavior drawing on a wide range of examples of mating behavior from lovebugs to elephant seals from the yanomamö tribe of venezuela to online dating apps buss reveals what women want what men want and why their desires radically differ love has a central place in human sexual psychology but conflict competition and manipulation also pervade human mating something we must confront in order to control our own mating destiny updated to reflect the very latest scientific research on human mating this definitive edition of this classic work of evolutionary psychology explains the powerful forces that shape our most intimate desires

The Evolution of Desire

2010-09-14

this book is intended to contribute towards a justification of the human sciences its basic phenomenological assumption is that man is an interpreting being in the domains of experience desire and freedom of will an elaboration is offered from the perspectives of psychopathology psychoanalysis and law

Intentionality, Desire, Responsibility

2012-05-22

this classic work by one of the most important philosophers and critics of our time charts the genesis and trajectory of the desiring subject from hegel s formulation in phenomenology of spirit to its appropriation by kojève hyppolite sartre lacan deleuze and foucault judith butler plots the french reception of hegel and the successive challenges waged against his metaphysics and view of the subject all while revealing ambiguities within his position the result is a sophisticated reconsideration of the post hegelian tradition that has predominated in modern french thought and her study remains a provocative and timely intervention in contemporary debates over the unconscious the powers of subjection and the subject

Subjects of Desire

2022-06-27

what are the difference traveller psychology between space and earth tourism in this book i shall follow travel psychologists and space tourism

entertainment businessmen support view points to give my opinions to attempt to answer above questions my readers will learn how to apply new space travel strategic knowledge to solve and predict future space tourism leisure consumer behavior more accurately in my this part i shall explain above factors how to influence traveller individual behavior to let readers can predict traveller individual behavior more accurately i write this book to aim to give my opinions to let readers to feel how operate or manage one space exploration organization in success i shall indicate these different factors which influence one successful space exploration successfully such as effective organization culture and communication factor management team and strategy factor space flight safe factor etc it is suitable to any readers who pursue to know how manage or operate one space exploration organization in success

Creating Space Tourism Desire Strategy

2012-07-01

were you ever extremely worried about someone but did not know what to do is someone or something causing you excessive trouble in a relationship are you curious about how you can fix or a least function meaningfully in a broken relationship this book demonstrates how to understand everyone s unconscious strategy in life when you understand how people s strategies work your natural ability to connect in a meaningful way shifts from the handful of people you now connect with to everyone you desire give yourself the newest and best strategy out there

Strategies

2008-04-15

this 3 in 1 special edition contains the sacred romance waking the dead and desire authored by john eldredge john eldredge is the director of ransomed hearttm ministries in colorado springs colorado a fellowship devoted to helping people discover the heart of god john is the author of numerous books including walking with god fathered by god waking the dead desire and love war with his wife stasi john and stasi live in colorado with their three sons he is an avid outdoorsman who loves being in the wild

Eldredge 3 in 1 - Sacred Romance , Waking the Dead, Desire

2005-11-01

a married person falls deeply in love with someone else a man of average income feels he cannot be truly happy unless he owns an expensive luxury car a dieter has an irresistible craving for ice cream desires often come to us unbidden and unwanted and they can have a dramatic impact sometimes changing the course of our lives in on desire william b irvine takes us on a wide ranging tour of our impulses wants and needs showing us where these feelings come from and how we can try to rein them in spicing his account with engaging observations by writers like seneca tolstoy and freud irvine considers the teachings of buddhists hindus the amish shakers and catholic saints as well as those of ancient greek and roman and modern european philosophers irvine also looks at what modern science can tell us about desire such as what happens in the brain when we desire something and how animals evolved particular desires and he advances a new theory about how desire itself evolved irvine also suggests that at the

same time that we gained the ability to desire we were programmed to find some things more desirable than others irvine concludes that the best way to attain lasting happiness is not to change the world around us or our place in it but to change ourselves if we can convince ourselves to want what we already have we can dramatically enhance our happiness brimming with wisdom and practical advice on desire offers a thoughtful approach to controlling unwanted passions and attaining a more meaningful life

On Desire

2009-11-03

includes two books authored by john eldredge sacred romance and desire

Desire & Sacred Romance 2-in-1

2007

the literature on strategy in small and medium sized enterprises smes is fairly limited despite their great innovative talents this book provides the reader with a thorough insight into six companies and their prerequisites for creating growth strategy execution focuses on a varied picture of scandinavian smes and illustrates how this group of companies can contribute with new ways of managerial thinking and progress in the business community it presents the best practice framework for strategic management

Strategy Execution

2007

irvine looks at what modern science can tell about desire what happens in the brain when one desires something and how animals evolved particular desires he suggests that people who can convince themselves to want what they already have dramatically enhance their happiness

On Desire

2014-03-16

this is a guide to help brand strategists consider what people really want in order to enhance their lives and think about the role of their brand in responding to these desires it offers a new framework for understanding desire based on some of the things that are really important to us our family friends and community the desire to explore learn and grow how we experience the world through our senses our appetite to live life to the full and what we set out to achieve brand strategists are the link between a commercial proposition and the lives it means to touch they can talk to the people the company wants to reach and more importantly listen to them a brand which both enhances people s lives and nurtures the resources on which they depend will prove more resilient win trust and achieve better results

The Brand Strategist's Guide to Desire

2019-10-12

bringing together a variety of scholarly voices this book argues for the necessity of understanding the important role literature plays in crystallizing the ideologies of the oppressed while exploring the necessarily racialized character of utopian thought in american culture and society utopia in everyday usage designates an idealized fantasy place but within the interdisciplinary field of utopian studies the term often describes the worldviews of non dominant groups when they challenge the ruling order in a time when white supremacy is reasserting itself in the us and around the world there is a growing need to understand the vital relationship between race and utopia as a resource for resistance utopian literature opens up that relationship by envisioning and negotiating the prospect of a better future while acknowledging the brutal past the collection fills a critical gap in both literary studies which has largely ignored the issue of race and utopia and utopian studies which has said too little about race

Race and Utopian Desire in American Literature and Society

2019-08-26

in vagaries of desire timo airaksinen develops a new philosophical account of desire understood as mental state that focuses on a desirable possible world literary and philosophical themes including sexuality are discussed in terms of their metaphoric and metonymic features

Vagaries of Desire: A Collection of Philosophical Essays

2017-05-22

few have approached radical theory with the rigor and skill of kevin van meter empowering lucid and inspiring guerrillas of desire provides an exhaustive and much needed retooling of anarchism that will align the dreams of becoming revolutionaries with the reality of everyday resistance alexander reid ross author of against the fascist creep looking for the political in the everyday and bringing anarchism into a productive dialogue with autonomist marxism kevin van meter challenges many of the left s usual assumptions and forces a reconsideration of what we mean by struggle kristian williams author of our enemies in blue behind the smiling faces of cashiers wait staff and workers of all sorts a war is being planned usually without the knowledge of official political and labor organizations guerrillas of desire begins with a provocation the left is wrong it s historical and current strategies are too often based on the assumption that working and poor people are unorganized acquiescent to systems of domination or simply uninterested in building a new world the fact is as c l r james has noted they are rebelling every day in ways of their own invention pilfering sabotaging faking illnesses squatting fleeing and counter strategizing kevin van meter maps these undercurrents illustrating that everyday resistance is an important factor in revolution and something radicals of all stripes must understand kevin van meter is an activist scholar based in the pacific northwest he is coeditor of uses of a whirlwind movement movements and contemporary radical currents in the united states

Guerrillas of Desire

2016-10-20

desire is big business if companies can create true desirability for their brands customers will not only express preference and loyalty they also show a willingness to act as brand champions participate in online communities co create innovative ideas and show the sort of commitment that is normally associated with fervent employees however desire doesn't just happen brands need to nurture it by offering both security and surprise this isn't just about marketing but rather a reflection of an organization wide culture and perspective using international case studies brand desire explains how companies can engage customers emotionally and create value for them managers can successfully build and maintain brand desire through specific strategies and tools such as promoting a principles driven organization that is grounded in its heritage and distinctive competences creating a supportive culture that encourages the active participation of people in brand development providing an opportunity for people to communicate more with each other and to encourage socialization through communities and events and offering outstanding experiences being consistent in delivery from first communications through to after sales service and support in a crowded sales environment brand desire can elevate any product or service so that it stands out from the crowd and stays there brand desire demonstrates how desirable brands are about desirable experiences and shows what companies can do to maximize those experiences for their customers

Brand Desire

2016-09-20

despite creating vast inequalities and propping up reactionary world regimes capitalism has many passionate defenders but not because of what it withholds from some and gives to others capitalism dominates todd mcgowan argues because it mimics the structure of our desire while hiding the trauma that the system inflicts upon it people from all backgrounds enjoy what capitalism provides but at the same time are told more and better is yet to come capitalism traps us through an incomplete satisfaction that compels us after the new the better and the more capitalism's parasitic relationship to our desires gives it the illusion of corresponding to our natural impulses which is how capitalism's defenders characterize it by understanding this psychic strategy mcgowan hopes to divest us of our addiction to capitalist enrichment and help us rediscover enjoyment as we actually experienced it by locating it in the present mcgowan frees us from our attachment to a better future and the belief that capitalism is an essential outgrowth of human nature from this perspective our economic social and political worlds open up to real political change eloquent and enlivened by examples from film television consumer culture and everyday life capitalism and desire brings a new psychoanalytically grounded approach to political and social theory

Capitalism and Desire

2012-02-01

the gardens of desire is at once a model of literary interpretation and a groundbreaking psychocritical reading of a literary masterpiece marcel proust's *À la recherche du temps perdu* remembrance of things past shedding new light on the origins of the creative impulse in general and on the

psychological origins of the recherche in particular the book illuminates the hidden associations between matricidal suicidal sadistic masochistic homoerotic and creative impulses as manifested in proust's work the book moves beyond traditional freudian readings of proust to consider the theories of otto rank jacques derrida and others and provides provocative readings of the privileged moments that comprise many of the work's critical cruxes as well as a thought provoking rereading of the novel's ending both elegant and accessible this book boldly explores the violence of desire as it relates not only to proust's narrator but also to proustian criticism itself with its own violent desire to appropriate the essence of proust's masterpiece

The Gardens of Desire

2019-04-30

business models for transforming customer relationships what if there were a way to turn occasional sporadic transactions with customers into long term continuous relationships while simultaneously driving dramatic improvements in operational efficiency what if you could break your existing trade offs between superior customer experience and low cost this is the promise of a connected strategy new forms of connectivity involving frequent low friction customized interactions mean that companies can now anticipate customer needs as they arise or even before simultaneously enabled by these technologies companies can create new business models that deliver more value to customers connected strategies are win win customers get a dramatically improved experience while companies boost operational efficiency in this book strategy and operations experts nicolaj siggelkow and christian terwiesch reveal the emergence of connected strategies as a new source of competitive advantage with in depth examples from companies operating in industries such as healthcare financial services mobility retail entertainment nonprofit and education connected strategy identifies the four pathways respond to desire curated offering coach behavior and automatic execution for turning episodic interactions into continuous relationships the authors show how each pathway creates a competitive advantage then guide you through the critical decisions for creating and implementing your own connected strategies whether you're trying to revitalize strategy in an established company or disrupt an industry as a startup this book will help you reshape your connections with your customers find new ways to connect with existing suppliers while also activating new sources of capacity create the right revenue model make the best technology choices to support your strategy integrating rich examples how to advice and practical tools in the form of workshop chapters throughout this book is the ultimate resource for creating competitive advantage through connected relationships with your customers and redefined connections in your industry

Connected Strategy

2018-05-08

this book is an exploration of the relationship between the russian philosopher mikhaïl bakhtin and contemporary dialogical psychotherapy describing the psychoanalytic and linguistic conception of the dialogical self

Dialogue and Desire

2017-02-02

many strategies fail not because they are improperly formulated but because they are poorly implemented the oxford handbook of strategy implementation examines the crucial role of implementation in how business and managerial strategies produce returns in this wide ranging collection of essays leading scholars address governance resources human capital and accounting based control systems advancing our understanding of strategy implementation and identifying opportunities for future research on this important process

The Oxford Handbook of Strategy Implementation

2018-02-06

desire is a rich term meaning wish and want willingness and relish appetite and lust this volume is an effort to analyse the concept of desire and its different practical contexts from a morally philosophic point of view by analysing multiple definitions and studying underlying motivations the authors offer a variety of explanations and interpretations the volume consists of three main parts the first part desire and practice examines desire as a mental state that seeks personal satisfaction the second part of the volume desire and moral life explores social cultural and literary facets of desire finally in the third part business ethics and other contexts the authors apply pr axiological principles to the business world examining the conflict between frugality and consumerist ideology the role of intuition in decision making and the need for design education as the basis of effective planning the contributors to this the newest volume in transaction s praxeology series seek to explore desire in pr axiological terms with an eye toward the three e s of praxeology ethics effectiveness and efficiency in doing so they demonstrate that desire is central for practical activity in general and work in particular

Desire

2017-07-15

this book considers the political potential of affective experiences of desire as reflected in contemporary south african literature jason price argues that definitions of desire deployed by capitalist and colonial culture maintain social inequality by managing relations to ensure a steady flow of capital and pleasure for the dominant classes whereas affective encounters with animals reveal the nonhuman nature of desire a biopower that in its unpredictability can frustrate regimes of management and control price wonders how animals different desires might enable new modes of thought to positively transform and resist the status quo this book contends that south african literary works employ nonhuman desire and certain indigenous notions of desire to imagine a south africa that can be markedly different from the past

Animals and Desire in South African Fiction

2024-03-26

in a world inundated with options capturing the attention and desire of potential customers is a challenging feat yet within the pages of premium prospects strategies for generating desire among strangers to purchase your goods lies a roadmap to pique interest and convert strangers into enthusiastic buyers with insightful strategies honed through years of research and real world application author and marketing expert leonard

marquez unveils the secrets to transforming passive observers into eager consumers premium prospects is not just another marketing book it s a guidebook for anyone seeking to master the art of persuasion and influence in the digital age drawing from psychology neuroscience and behavioral economics leonard marquez delves deep into the psyche of consumers to uncover what truly motivates purchasing decisions from the subconscious triggers that ignite desire to the power of storytelling in creating emotional connections each chapter is packed with practical techniques and actionable insights but premium prospects goes beyond mere theory it offers a comprehensive toolkit for implementation whether you re a seasoned marketer looking to revamp your strategies or an aspiring entrepreneur seeking to launch your first product this book provides the tools and tactics you need to succeed discover how to craft compelling messaging that resonates with your target audience leverage the latest digital platforms to reach new markets and optimize your sales funnel for maximum conversion with step by step instructions and real life case studies premium prospects empowers you to turn strangers into loyal customers and brand advocates but perhaps the most compelling aspect of premium prospects is its focus on authenticity and ethics in marketing in an age of skepticism and distrust leonard marquez emphasizes the importance of building genuine relationships with your audience based on transparency integrity and value as you journey through the pages of premium prospects you ll gain a newfound understanding of consumer behavior and a renewed sense of confidence in your ability to influence purchase decisions whether you re selling a product service or idea this book equips you with the knowledge and strategies to stand out in a crowded marketplace and create a lasting impact are you ready to unlock the secrets to generating desire among strangers and transforming them into loyal customers don t miss out on the opportunity to revolutionize your marketing strategy and elevate your business to new heights order your copy of premium prospects today and embark on a journey towards marketing mastery your success starts here

Premium Prospects

2021-01-12

working out desire examines spor meraki as an object of desire shared by a broad and diverse group of istanbulite women sehlikoglu follows the latest anthropological scholarship that defines desire beyond the moment it is felt experienced or even yearned for and as something that is formed through a series of social and historical makings she traces istanbulite women s ever increasing interest in exercise not merely to an interest in sport but also to an interest in establishing a new self one that attempts to escape from conventional feminine duties and an investment in forming a more agentive desiring self working out desire develops a multilayered analysis of how women use spor meraki to take themselves out of the domestic zone physically emotionally and also imaginatively sehlikoglu pushes back against the conventional boundaries of scholarly interest in muslim women as pious subjects instead it places women s desiring subjectivity at its center and traces women s agentive aspirations in the way they bend the norms which are embedded in the multiple patriarchal ideologies i e nationalism religion aesthetics which operate on their selves working out desire presents the ways in which women s changing habits leisure and self formation in the muslim world and the middle east are connected to their agentive capacities to shift and transform their conditions and socio cultural capabilities

Working Out Desire

2005

david webster explores the notion of desire as found in the buddhist pali canon beginning by addressing the idea of a paradox of desire whereby we

must desire to end desire the varieties of desire that are articulated in the pali texts are examined a range of views of desire as found in western thought are presented as well as hindu and jain approaches an exploration of the concept of ditthi view or opinion is also provided exploring the way in which holding views can be seen as analogous to the process of desiring other subjects investigated include the mind body relationship the range of pali terms for desire and desire s positive spiritual value a comparative exploration of the various approaches completes the work

The Philosophy of Desire in the Buddhist Pali Canon

2020-03

what kind of life would you want to live if money were no object and you had all the free time in the world would you travel would you treat your friends and family would drive fast cars and live in the house of your dreams whatever you may want to have or experience in your life you can learn how to turn that vision into a reality

How To Create The Life You Desire

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