

Mythos Aus Der Flasche Coca Cola Cultur Im 20 Jahrhundert

The Import of Culture? The Coca Cola Company in America and Australia
Trade & Culture The Future of Knowledge & Culture
The Creation of Japanese Television and Culture Popular Culture in the Twentieth Century
Coca-Cola Culture: Icons of Pop National
Guide to Funding in Arts and Culture Cultural Critique and the Global Corporation
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seminar paper from the year 2014 in the subject business economics business management corporate governance grade 75 loughborough university course msc international management language english abstract this paper will look into how cultures and institutions still affect a company s corporate governance and internal organization in their home country but also determine whether this home country culture is then transferred onto their companies in host countries it will also look into how both home and host country culture have an effect on a company s choice of entry strategy the subject of this paper is coca cola invented in 1886 in usa the home country of the coca cola company tcc is therefore usa and the host country that we will be looking at in this paper is its bottling partner coca cola amatil ltd cca in australia

the twentieth century was for the most part an unfolding of the nineteenth but the twenty first century is a time of open ended transition this remarkable book attempts to provide a cartography of the contemporary global framework of knowledge and culture that can tell us where we ve arrived in the new millennium and where we are headed it is organized around some of the ideas products and practices that constitute everyday life the future of knowledge and culture is a dictionary that defies the grid of conventionality it invites the reader to debate and exchange ideas with some of the most daring thinkers in the world from gustavo esteva the scholar activist associated with the zapatistas writing on grass roots to ziauddin sardar historian of science and islamic scholar exploring the internet from douglas lummis radically rethinking existing definitions of democracy to manu kothari and lopa mehta taking on modern medical wisdom to celebrate the wisdom of the body and majid rahnema who stands the conventional idea of poverty on its head nothing is beyond the scope of this dictionary from weapons of mass destruction to

plague sacred groves to the philosophy of coca cola spin doctors to maps bollywood to coronary bypass the sixty five entries seem to cover only a cross section of life but their concern is nothing less than altering an entire way of thinking that has become ingrained in us thanks to our education upbringing lazy habits of thought and fear of scepticism this book challenges us to rethink the world of the urban middle class certainties suggesting that an open spirit and the ability to live in multiple often contradictory worlds may be the key to our survival in the new century

telerepresentations in japan in addition to showing how the subcultural contexts of television production shape the nature of television programing the japanese case also demonstrates how television technologies come to be used in importantly different ways cross culturally

coverage of the major fields of popular culture film music fashion design sport media engaging text on some of the most central images of the 20th century popular culture every chapter is supported by accessible reference data chronological tables covering film media popular music fashion design and sport biographies of 3000 major figures of modern popular culture

this book examines the stories that corporations tell about themselves and explores the powerful influence of corporations in the transformation of cultural and social life six case studies draw on ceo memoirs annual reports management manuals advertising campaigns and other sources to analyze the self representations and rhetorical maneuvers that corporations use to obscure the full extent of their power images of corporate character and responsibility are intertwined with the changes in local economy politics and culture wrought by globalization and neoliberalism the contributors to this volume describe the effects of specific corporate practices on individuals and communities and how activists and academics are responding to labor and

environmental abuses

this anthology comprises essays and interviews commissioned by the rockefeller foundation s creativity culture division from participants in the foundation s community culture and globalization conference held in may 2001 at the bellagio study and conference center on lake como in northern italy

this work began in the form of an all day symposium developed by co editor willis e sibley on the topic of corporate culture the editors have compiled papers presented by anthropologists concerned with corporate and organizational culture contents preface willis e sibley anthropology and organizational culture part one ethnography and organizational culture part two meetings the neglected routine helen b schwartzman and rebecca hanson berman federal organizational cultures layers and loci shirley j fiske culture conflict with growth cases from silicon valley kathleen gregory huddleston a regional perspective on the transfer of japanese management practices to the united states donald white and frank rackerby working here is like walking blindly into a dense forest jill kleinburg hollowing of industrial ideology japanese corporate familism in america tomoko hamada and yujin yaguchi reconstructing culture clash at general motors an historical view from the overseas assignment elizabeth k briody and marietta l baba voices from the field working organizational culture part three the corporation as a part culture michael maccoby corporate culture studies and anthropology an uneasy synthesis jim r mcleod and j a wilson is culture good in the microcosm of the firm manning nash corporate culture on the rocks peter c reynolds applying concepts of corporate culture to international business management anthony j dibella ethics and organizational culture part four real world anthropology the anthropologist client relationship daniela weinberg corporate social responsibility economic rationality encounters societal values thomas vetica corporate culture and social responsibility the case of toxic wastes in a new england community june nash and

max kirsch organizational culture and the development crisis riall w nolan subject index notes on contributors

since the second world war europe has undergone a continual invasion wave after wave of american popular culture the diffusion of american culture in europe is both a european story about america and an american story about europe this work examines this cross cultural phenomenon from the european viewpoint nearly two dozen european experts in their respective fields offer an invigorating engaging and open minded examination of america as perceived with the acute insight of the interested european outsider a fruitful tradition that stretches back to lafayette de tocqueville and goethe to name three of interest to scholars students and general readers alike the book s focus is both sensuous and intellectual how america is seen the image heard popular music perused the written word digested food learned from its common ways social customs perceived by minorities ethnic cultures and taken as an instrument of change americanization it is the first book of its kind published in the united states it is rich with selected up to date critical bibliographies in areas for which very little information is otherwise available in sum a cogent cross cultural analysis of how u s popular culture exposes both european dreams of well being and nightmares of discontent these are insights which deserve to be savored

doss fine arts and american studies u of colorado boulder examines the image of elvis from a number of perspectives including as a religious icon honored in household shrines as a sexual fantasy for women and men as an inspiration for impersonators as a not altogether positive emblem of whiteness for many blacks and as a commodity to be protected by elvis presley enterprises bandw illustrations annotation copyrighted by book news inc portland or

the essays collected in this volume address the cultural and intellectual production of space cultures under discussion may be

identified at a general level according to notional designations of east and west and range from those of iran turkey western europe and the united states while the interests orientations and methodologies of the individual contributions are diverse there is a general tendency to forgo official national and regional discourses of social space in favour of discussions exploring the material and intellectual conditions according to which cultural entities come to see themselves as spatially located and or dislocated to this end this volume brings together philosophical historical and critical interpretative treatments of virtual space architecture music sculpture literature religion advertising politics and the cyberspace of the new media space is variously conceived in terms of the radical imaginary metaphor irruption intensity mimesis ontology the materiality of the earth power and emancipation there is expressed the conviction in these essays that interdisciplinary and eclectic approaches combined with sustained and critical reflection on concepts of space contribute to an understanding of space as radically mobile

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