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This year we come back with another edition of the PMI Poland Chapter International Congress and we cordially invite you to the jubilee, because it is already the 15th edition of this extraordinary event. For the first time in the history of PMI PC the event will be held remotely on the Hopin platform from November 23 to 26, 2020.

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An introduction to marketing concepts, strategies and practices with a balance of depth of coverage and ease of learning. Principles of Marketing keeps pace with a rapidly changing field, focussing on the ways brands create and capture consumer value. Practical content and linkage are at the heart of this edition. Real local and international examples bring ideas to life and new feature 'linking the concepts' helps students test and consolidate understanding as they go. The latest edition enhances understanding with a unique learning design including revised, integrative concept maps at the start of each chapter, end-of-chapter features summarising ideas and themes, a mix of mini and major case studies to illuminate concepts, and critical thinking exercises for applying skills.

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data, text, pictures and exhibits across the chapters More than 100 new academic articles and their findings integrated and cited across the chapters

Business to business markets are considerably more challenging than consumer markets and as such demand a more specific skillset from marketers. Buyers, with a responsibility to their company and specialist product knowledge, are more demanding than the average consumer. Given that the products themselves may be highly complex, this often requires a sophisticated buyer to understand them. Increasingly, B2B relationships are conducted within a global context. However all textbooks are region-specific despite this growing move towards global business relationships – except this one. This textbook takes a global viewpoint, with the help of an international author team and cases from across the globe. Other unique features of this insightful study include: placement of B2B in a strategic marketing setting; full discussion of strategy in a global setting including hypercompetition; full chapter on ethics and CSR early in the text; and detailed review of global B2B services marketing, trade shows, and market research. This new edition has been fully revised and updated with a full set of brand new case studies and features expanded sections on digital issues, CRM, and social media as well as personal selling. More selective, shorter, and easier to read than other B2B textbooks, this is ideal for introduction to B2B and shorter courses. Yet, it is comprehensive enough to cover all the aspects of B2B marketing any marketer needs, be they students or practitioners looking to improve their knowledge.

The Model Rules of Professional Conduct provides an up-to-date resource for information on legal ethics. Federal, state and local courts in all jurisdictions look to the Rules for guidance in solving lawyer malpractice cases, disciplinary actions, disqualification issues, sanctions questions and much more. In this volume, black-letter Rules of Professional Conduct are followed by numbered



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Comments that explain each Rule's purpose and provide suggestions for its practical application. The Rules will help you identify proper conduct in a variety of given situations, review those instances where discretionary action is possible, and define the nature of the relationship between you and your clients, colleagues and the courts.

A gender studies textbook that takes an anthropological approach. *Gendered Lives* takes a regional approach to examine gender issues from an anthropological perspective with a focus on globalization and intersectionality. Chapters present contributors' ethnographic research, contextualizing their findings within four geographic regions: Latin America, the Caribbean, South Asia, and the Global North. Each regional section begins with an overview of the broader historical, social, and gendered contexts, which situate the regions within larger global linkages. These introductions also feature short project/people profiles that highlight the work of community leaders or non-governmental organizations active in gender-related issues. Each research-based chapter begins with a chapter overview and learning objectives and closes with discussion questions and resources for further exploration. This modular, regional approach allows instructors to select the regions and cases they want to use in their courses. While they can be used separately, the chapters are connected through the book's central themes of globalization and intersectionality. Nadine T. Fernandez is Professor of Anthropology at the State University of New York Empire State College. She is the coeditor (with Christian Groes) of *Intimate Mobilities: Sexual Economies, Marriage and Migration in a Disparate World*. Katie Nelson is Instructor of Anthropology at Inver Hills Community College. She is the coeditor (with Beth Shook, Kelsie Aguilera, and Lara Braff) of *Explorations: An Open Invitation to Biological Anthropology*.

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