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creative business writer of his generation. David L. Kurtz has taught at a number of major U.S. and foreign universities, and collaborated on writing best-selling books with Louis E. Boone.

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components of the marketing mix, and providing practical guidance to help students prepare for successful marketing careers.

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Products often begin their lives as something extraordinary and as they grow they continue to evolve. The most successful products in the marketplace are those that know their strengths and have branded

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and marketed those strengths to form a passionate emotional connection with loyal users and relationships with new users every step of the way. In CONTEMPORARY MARKETING, 13e, students will find a text

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that includes everything  
they need to know in order  
to begin a marketing career,  
as well as things that will  
help them understand how to  
look at their own studies  
and their own careers as a  
marketing adventure. All the

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itself as an indispensable  
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ascent to global domination.

Applbaum argues that marketing can be seen as a particular set of cultural practices that surfaced in reaction to the affluence of Western society, and not the answer to the call of

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inherent human needs and wants. In order to understand globalization, transnational corporations, and the spread of consumer culture, one must understand the logic of marketing.

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who, kept out of school,  
leaves her survivalist

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family and goes on to earn a  
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survivalists in the  
mountains of Idaho, Tara  
Westover was seventeen the  
first time she set foot in a  
classroom. Her family was so

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isolated from mainstream  
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society that there was no  
one to ensure the children  
received an education, and  
no one to intervene when one  
of Tara's older brothers  
became violent. When another  
brother got himself into

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college, Tara decided to try  
a new kind of life. Her  
quest for knowledge  
transformed her, taking her  
over oceans and across  
continents, to Harvard and  
to Cambridge University.  
Only then would she wonder



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if she'd traveled too far,  
if there was still a way  
home. "Beautiful and  
propulsive . . . Despite the  
singularity of [Westover's]  
childhood, the questions her  
book poses are universal:  
How much of ourselves should

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we give to those we love?

And how much must we betray  
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literary and historical  
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Richard Ruland, a new  
foreword by Linda Wagner-  
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interview with Richard  
Ruland, in which he reflects  
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have been in the public  
agenda since the 20th  
century. However, whilst  
global sustainability  
programmes at international  
institutional levels are yet

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to recognise the role of  
culture in their  
sustainability policies, the  
bid (albeit failed) in the  
early 2000s to formally add  
“culture” to the trilogy of  
sustainability pillars  
(economic, social, and

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environmental) mobilised a new discourse for the reframing of cultural policy narrative, which in turn urged a reassessment of methods of cultural management reflecting the same concerns among the

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sector's grassroots. The  
idea of sustainability and  
culture working together and  
their envisioned role in  
future-proofing society and  
human development captured  
the imagination of cultural  
commentators, policy makers

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and practitioners alike,  
keen to fulfil these  
principles “out there”—in  
cultural organizations and  
events mega and small, in  
cities and regions, local  
and global. The papers in  
this Special Issue reflect



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Kurtz appeal. This Updated 15th  
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selection of issues related  
to sustainable cultural  
management, which means that  
it can be recommended to a  
varied audience. First of  
all, it can be recommended

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to managers experienced in cultural management, where success is measured more by the degree of mission accomplishment and the social benefits achieved rather than by profit.

Another group comprises the

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employees of cultural  
organizations who want to  
improve their knowledge of  
sustainable cultural  
management. This Special  
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recommended to artists,  
researchers, students, state

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and local government  
employees, founders and  
patrons of art, and all  
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the importance of  
sustainable cultural  
management.

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