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Mattias Frey

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Netflix Recommends Mattias Frey,2021-10-05 Algorithmic recommender systems deployed by media companies to suggest content based on users viewing histories have inspired hopes for personalized curated media but also dire warnings of filter bubbles and media homogeneity Curiously both proponents and detractors assume that recommender systems for choosing films and series are novel effective and widely used Scrutinizing the world s most subscribed streaming service Netflix this book challenges that consensus Investigating real life users marketing rhetoric technical processes business models and historical antecedents Mattias Frey demonstrates that these choice aids are neither as revolutionary nor as alarming as their celebrants and critics maintain and neither as trusted nor as widely used Netflix Recommends brings to light the constellations of sources that real viewers use to choose films and series in the digital age and argues that although some lament AI s hostile takeover of humanistic cultures the thirst for filters curators and critics is stronger than ever

Marketing Robert W. Palmatier,Andrew Crecelius,2025-02-20 An introduction to marketing theory and practice based around Palmatier s acclaimed first principles this textbook provides a global perspective and an abundance of engaging case studies Palmatier s four principles all customers differ all customers change all competitors react all resources are limited provide a framework for understanding the diverse and idiosyncratic world of modern marketing Whether offline or digital B2C or B2B products or services domestic or international the same principles apply This textbook dives headfirst into marketing controversies Unique learning features Marketing Fail and Shades of Grey capture the messy reality of the business world and encourage students to reflect critically on both sides of a debate A focus on application means that a large share of the text is devoted to case studies featuring contemporary organisations such as Beyond Meat Zoom IKEA and the World Health Organization The perfect textbook for introductory modules on the essentials of marketing Marketing Based on First Principles provides a unique and dynamic approach allowing students to develop effective and flexible methods to deal with diverse and complex problems of marketing today

EBOOK: International Marketing, 5e

Pervez Ghauri,Philip Cateora,2021-08-16 In its 5th edition International Marketing guides students to understand the importance of international marketing for companies of every size and how going international can enhance value and growth It provides a solid understanding of the key principles and practices of international marketing The text has been thoroughly updated to reflect the most recent developments in the current business environment and encourages students to critically engage with the content within the context of modern life Key Features A new chapter dedicated to Digital and Social Media Marketing Fully updated pedagogy including Going International vignettes and End of Chapter questions Brand new examples and case studies from global and innovative companies including Red Bull Gillette and Audi Now includes Interactive activities Testbank questions and Quizzes available on Connect International Marketing is available with McGraw Hill s Connect the online learning platform that features resources to help faculty and institutions improve student outcomes and course

delivery efficiency International Marketing continues to be an essential subject in any business or management degree Ghauri and Cateora's book now in its fifth edition provides a most up to date and authentic evolution of the subject George S Yip Emeritus Professor of Marketing and Strategy Imperial College Business School Professor Pervez Ghauri teaches International Business at Birmingham Business School He is Founding Editor for International Business Review IBR and Consulting Editor for Journal of International Business Studies JIBS Philip R Cateora is Professor Emeritus at the University of Colorado His teaching spanned a range of courses in marketing and international business from fundamentals through to doctoral level

The Wall Street Journal ,2009 Stock Market Rules: The 50 Most Widely Held Investment

Axioms Explained, Examined, and Exposed, Fourth Edition Michael Sheimo,2013-02-08 50 RULES FOR BEATING THE STREET IN ANY MARKET CONDITIONS The go to stock investing guide for more than a decade Stock Market Rules gives you the knowledge and clarity you need to invest like the wizards of Wall Street This proven guide reveals the unwritten rules on which Wall Street investors have long relied to help you draw outsized profits even in volatile markets Stock Market Rules Fourth Edition analyzes 50 maxims to show you which ones work which ones used to work but don't anymore and which ones are and always have been dangerously wrong Examples include RULE 6 It's Always a Bull Market There will always be a long term buying bias to the stock market because if there isn't the market will cease to exist Sheimo writes RULE 22 Buy the Stock That Splits After explaining the mechanics of a stock split and reviewing post split behavior of specific stocks Sheimo determines that a split alone is no reason to buy a stock RULE 48 There's Always a Santa Claus Rally There is a repetitive tendency of the stock market to rally between the months of November and December Sheimo says An investor can take advantage of such rallies Stock Market Rules provides market proven techniques and insights that will dramatically improve your investing knowledge confidence and results

The Hollywood Reporter ,2008 Business 2.0 ,2005 Economics Gary E. Clayton,2008 **The Economist ,2005 Standard & Poor's Stock Reports ,2011-03**

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U.S. News & World Report ,2008 Screen Digest ,2006 **Forbes** ,2003 **New York** ,2009-07 **International Directory of Company Histories** ,1988 What's Behind the Numbers?: A Guide to Exposing Financial Chicanery and Avoiding Huge Losses in Your Portfolio John Del Vecchio,Tom Jacobs,2012-10-10 Learn how to detect corporate sleight of hand and gain the upper hand with smart investing **The Value Line Investment Survey** ,2009 **E-commerce** Kenneth C. Laudon,Carol Guercio Traver,2009 For the undergraduate and graduate e commerce course in any business discipline This comprehensive market leading text emphasizes the three major driving forces behind e commerce to provide a coherent conceptual framework for understanding the field technology change business development and social issues **Introduction to Economics** Wendy A. Stock,2013-03-27 Stock s Social Issues and Economic Thinking presents a realistic picture of current economic thought through an understanding of theory and the application of issues It provides concepts in economics and how they relate to real issues in life It delves into economics by looking at Crime Labor Markets Drug Use Population etc using the tools of economics

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