

## Contextual Pricing The Death Of List Price And The New Market Reality

U.S. audiences know Latin American liberation theologies largely through translations of Latin American Catholics from the 1970s and beyond. Most of the few known Protestant authors were students of Richard Shaull, whose critical thinking on social change, prophetic Christianity, and dialogue with Marxism and Christian use of Marxist analysis precedes the emergence of the formal schools of liberation theology by two decades. His own education at Princeton, and the education he provided in Brazil, charts the course of Protestant influences into this stream of theological reflection that became a global phenomenon in the latter decades of the twentieth century. Also, Shaull's career roughly parallels the emergence of the World Council of Churches and the engagement of the Catholic Church--in Latin America and around the world--after the Second Vatican Council. He himself was engaged, and became the flash point, in some of the major conferences, movements, and institutions of the 1960s and beyond. Santiago-Vendrell documents the entrance of the ecumenical movement in Brazil, among the most dramatic transformations in Catholic-Protestant relations around the globe, as well as Shaull's role in that development. Along the way he notes Shaull's prophetic and destabilizing role in the worldwide student movement in the 60s and 70s, charting decisions that mark the ecumenical movement. Shaull's contributions are important for an understanding of the ethical debates in the worldwide, ecumenical Protestant and Orthodox communities. Santiago-Vendrell examines primary, secondary, and historical documents that shine a light on Shaull's transformation into a contextual theologian of the poor. He offers a definitive view

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of this North American Protestant missionary who wrote extensively on Latin American liberation theology, the base Christian communities, and how conversion to solidarity with the poor offers transforming possibilities for the mainline churches' theological identity and practical faith.

**A REVOLUTIONARY NEW PERSPECTIVE ON HOW PRICING REALLY WORKS** “Contextual Pricing delivers a knock-out punch to complacent and low-return pricing approaches. . . . This book is full of intriguing, fresh insights which will expand your perspective on what is possible in maximizing revenue from your company’s products and services.” —Mark Greatrex, Chief Marketing Officer, Cox Communications, and former SVP, Global Still Beverages, The Coca Cola Company “To effectively price, managers must understand market context—the frame of reference for buyers. Context is far more important than the usual measures of price variation. I strongly recommend this readable and useful book to any business leader who suspects his or her company is falling short of achievable revenues.” —Dave Calhoun, Chairman and CEO, Nielsen Company, and former Vice Chairman, General Electric Company

**About the Book:** A few leading companies have jettisoned ideas about pricing that other companies believe are indispensable. The result has been superior performance against competitors who persist in a simplistic 1990s belief in “value.” Contextual Pricing describes how buyers are influenced by comparison points and contextual messages more than by actual price levels. Identical products can sell at radically different prices to the same target customer—if context is strategically managed. This fact is how Procter & Gamble, GE, Coca-Cola Company, Amazon, Google, Microsoft, and others make sure they get the best possible price. The use of context is changing the way companies price and sell in the new global economy. This readable and

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market-tested book describes the contextual pricing perspective, how it is being used in B2B and B2C markets, and how you can make the shift to contextual pricing in your own business. Whether you're a CEO, P&L manager, marketing director, sales manager, or entrepreneur, Contextual Pricing shows you how to: Understand how your customer will make buying decisions and the role of pricing in those decisions Establish better, more intuitive prices using context Develop contextual pricing strategies that defeat competitor pricing—how contextual pricing can be the antidote to destructive price wars Harmonize your pricing with branding, product development and channel strategies Increase your profits with proven pricing tools, such as scientific bundling, tiering, branding, upsell “hooks” and more Through its illuminating case-by-case studies, Contextual Pricing delivers a wide range of pricing techniques and customer insights that you won't find anywhere else. You'll learn how to avoid common pitfalls when raising or lowering prices and discover how you can compete in traditional or emerging digital marketplaces—and beat the competition through superior tactics, not through lower margins. When you know the secrets of Contextual Pricing, you can name your price, drive your sales, increase your profits, and own your success.

Victorians were fascinated by the flood of strange new worlds that science was opening to them. Exotic plants and animals poured into London from all corners of the Empire, while revolutionary theories such as the radical idea that humans might be descended from apes drew crowds to heated debates. Men and women of all social classes avidly collected scientific specimens for display in their homes and devoured literature about science and its practitioners. Victorian Science in Context captures the essence of this fascination, charting the many ways in which science influenced and was

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influenced by the larger Victorian culture. Contributions from leading scholars in history, literature, and the history of science explore questions such as: What did science mean to the Victorians? For whom was Victorian science written? What ideological messages did it convey? The contributors show how practical concerns interacted with contextual issues to mold Victorian science—which in turn shaped much of the relationship between modern science and culture. This book explores Deuteronomy's understanding of exile. While Deuteronomy speaks of a potential historical experience in the nation's future, "exile" is also a dynamic theological concept. In short exile represents the death of Israel. In losing her land, Israel apparently loses her identity, history, and covenant relationship with Yahweh. Restoration from exile, then, is a resurrection from death to life. A major catalyst for this book is a network of debates among Evangelicals in New Testament theology, including covenant nomism and the New Perspective on Paul. For some Jesus' preaching of the kingdom and the forgiveness of sins is tied up with the nation's expectations of the return from exile, which is fulfilled in his death and resurrection. Proponents of this position (e.g., N.T. Wright) often turn to Deuteronomy for support. Additionally, in exploring the theme of restoration in Deuteronomy, the author argues persuasively for a view of the Torah that highlights grace, grace in salvation as well as grace in Israel's ultimate fulfillment of the call of God. This book explores the relationship between authority and context and attempts to establish the ways in which authority is a function of a particular agent or set of agents, and the degree to which it is a product of a context rather than an agent. The work is not a sociological or psychological study but rather a literary/philosophical speculation into the roots of our conceptions of authority. It declares all authority to be aesthetic in nature and is based on an analysis of several key

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texts from various different cultural backgrounds: Foucault, Weber, Nietzsche, Confucius, and Homer.

The aim of this book is to show that the probabilistic formalisms of classical statistical mechanics and quantum mechanics can be unified on the basis of a general contextual probabilistic model. By taking into account the dependence of (classical) probabilities on contexts (i.e. complexes of physical conditions), one can reproduce all distinct features of quantum probabilities such as the interference of probabilities and the violation of Bell's inequality. Moreover, by starting with a formula for the interference of probabilities (which generalizes the well known classical formula of total probability), one can construct the representation of contextual probabilities by complex probability amplitudes or, in the abstract formalism, by normalized vectors of the complex Hilbert space or its hyperbolic generalization. Thus the Hilbert space representation of probabilities can be naturally derived from classical probabilistic assumptions. An important chapter of the book critically reviews known no-go theorems: the impossibility to establish a finer description of micro-phenomena than provided by quantum mechanics; and, in particular, the commonly accepted consequences of Bell's theorem (including quantum non-locality). Also, possible applications of the contextual probabilistic model and its quantum-like representation in complex Hilbert spaces in other fields (e.g. in cognitive science and psychology) are discussed.

In the context of Latin America, the theology of liberation is both dominant and world renowned. However, this context and the pursuit of theological relevance belong also to other voices. Orlando E. Costas, Samuel Escobar, J. Andrew Kirk, Emilio A. Nunez and C. Rene Padilla are thinkers who have sought to bring an evangelical understanding of liberation to the people of Latin America. Despite their influence on

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national and international theology and despite their transformative contribution to the praxis of churches ministering in contexts of poverty, their thought has not been systematized to dates. This work deals with this lacuna presenting the vitality of Latin American evangelical theology which seeks to be biblical, relevant and missiologically effective, thus offering a liberation which is holistic and grounded in the kingdom of God.

"Human capital theory, or the notion that there is a direct relationship between educational investment and prosperity, has governed Western approaches to education and labor for the past fifty years. However, many degree recipients have experienced the opposite. This book demonstrates that the human capital story is one of a failed revolution that requires an alternative approach to education, jobs, and income inequalities. Rather than abandoning human capital theory, the book calls for a broader view of education not merely as schooling, but as the process of acquiring the skills necessary to take on a flexible range of jobs and roles. In a rapidly changing job market, workers will need to capitalize on the skills, talents, and personality traits that they have honed through a lifetime of learning, rather than their academic credentials. A controversial challenge to the reigning ideology on economics and education, this text provides important insights into the current plight of the overqualified, underemployed labor market"--

This book explores the identity, context and features of Pentecostalism in Rajasthan, India as well as the internal and external issues facing Pentecostals. It argues for an indigenous origin of Pentecostalism in Rajasthan, as it is a product of local Spirit revivals in the existing churches and the missionary activities of Indian Pentecostals. It also reveals that both the intra-church as well as extra-

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church issues place Pentecostals in a 'missio-ethical dilemma.' The book aims to suggest 'a contextual missiology of the Spirit,' as a new model of contextual missiology from a Pentecostal perspective. It is presented as a glocal, ecumenical, transformational, and public missiology.

"Towards a contextual transformational practical theology for leadership education in South Africa is a courageous effort by a prominent South African practical theologian to develop a framework for the theory and practice of leadership education in an African context. Taking the harsh realities of South Africa as point of departure, the author demonstrates how an indigenous South African practical theology can be developed through a critical interaction between 'Western' and African ideas." (Prof. Jaco S. Dreyer, Professor of Practical Theology, University of South Africa)

By providing the historical context for some of the writer's best-loved and least understood works, this study gives us a new sense of Borges' place within the context of contemporary literature.

This book takes a close look at the culture of one of the lowland Filipino groups with a view toward developing contextual theology that is biblically accurate, missiologically sound and culturally relevant throughout the Filipino lowlands. Johnson delves deep, seeking to understand the religious worldview assumptions that underpin and drive the various religious practices and the people who are involved in them. Here are some of the issues covered: All-Saints Day and the dead returning to their gravesites Demon Possession Town

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FiestasSickness and HealingHow people have been transformed by the power of God within their own cultural setting, both in the past and presentAnd much more! Evidence in Context explains the key concepts of evidence law in England and Wales clearly and concisely, set against the backdrop of the broader political and theoretical contexts. The book helps to inform students of the major debates within the field, providing an explanation as to how and why the law has developed as it has. This fourth edition has been revised and expanded to include developments in the law of hearsay evidence as well as recent litigation surrounding witness anonymity orders, bad character and vulnerable witnesses. It also addresses the on-going controversy and debate about the use of expert witnesses. A brand new chapter considers the contentious issue of public interest immunity, and the introductory chapter has been substantially expanded to consider the continuing interplay between the UK courts and the European Court of Human Rights as the role of human rights in evidence becomes increasingly important. Features include: Key learning points to summarise the major principles of evidence law Practical examples to help students understand how the rules are applied in practice Self-test questions to encourage students to reflect on what they have learned A supporting companion website including answers to self-test questions Well-written, clear and with a logical structure throughout, Evidence in Context contains all the information necessary for any undergraduate evidence law module.

Stimulated by Andrew Kirk's mission theology, this book

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brings fresh theological reflection to a wide range of mission issues. A formidable group of international missiologists are drawn together to explore current reflections on a wide range of issues including: poverty and injustice, environmentalism, secularism, the place of scripture in a pluralist culture, science and faith, liberation theology, oppression and reconciliation, and much more. Kirk's influence and reputation is international, and extends to South America, USA, Eastern Europe, Africa and SE Asia. Latin American mission has been especially enriched by Kirk's innovative thinking on revolutionary politics, contextualisation and holistic mission. This is an indispensable resource of up-to-date missiological reflections for all involved in mission at every level. The life and nature of the Church are better understood in terms of a self-identity that relies on the language and cultural framework of the stakeholders. Since theological reflections do not take place in a vacuum, the socio-cultural context gains importance. The question is: How much culture can the Church, as a whole, accommodate without losing its universal character? With a focus on the West African country of Ghana, this book analyzes the potential trade-offs and conflicts between the Church and culture in a pluri-religious and multi-cultural society. Further, it shows the dangers of exclusion within the Church and offers possible solutions. (Series: Studien zur systematischen Theologie und Ethik - Vol. 64)

Stephen B Bevens's Models of Contextual Theology has become a staple in courses on theological method and as a handbook used by missionaries and other Christians

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concerned with the Christian tradition's understanding of itself in relation to culture. First published in 1992 and now in its seventh printing in English, with translations underway into Spanish, Korean, and Indonesian, Bevans's book is a judicious examination of what the terms "contextual theology" and "to contextualize" mean. In the revised and expanded edition, Bevans adds a "counter-cultural" model to the five presented in the first edition -- the translation, the anthropological, the praxis, the synthetic, and the transcendental model. This means that readers will be introduced to the way in which figures such as Stanley Hauerwas, John Milbank, Lesslie Newbigin, "and (occasionally) Pope John Paul II" need to be taken into account. The author's revisions also incorporate suggestions made by reviewers to enhance the clarity of the original three chapters on the nature of contextual theology and the five models.

Everyone who has "eyes to see" acknowledges the growing importance of the African church to the future of global Christianity. But what does it mean for the church to take root in Africa? How should the message of the gospel and the practice of Christianity be contextualized for Africa? *African Contextual Realities* addresses many of the questions surrounding contextualization from a practical point of view and is the fruit of the 6th Annual Conference of the Africa Society of Evangelical Theology held in Nairobi in 2016. The book explores such questions as:

- In what ways should the mission of God be universally

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recognizable in every cultural context? • In our efforts to contextualize, how do we avoid compromising the very gospel we are to proclaim? • How can the African church wean itself away from dependency on the Western church? • How does Christianity speak into some of the cultural and social issues arising out of contemporary African settings – issues like widow cleansing, Christian-Muslim relations, and peace-building? All those who are interested to learn more about the contextualization of African Christianity will find this volume to be an important resource.

Contextual Fundamental Theology undertakes to offer a theological foundation of the contemporary Christian faith. This undertaking is embedded in today's world "context" of a rapprochement between the Christian churches, intensified dialogue between Christians and Jews, the meeting of religions, but also their potential rejection. This book is intended as a workbook and resource for theological studies, but also for continuous education in theology. The handbook of fundamental theology is the result of twenty years of teaching and research and has already appeared in seven different languages. Hans Waldenfels held the chair at the university of Bonn from 1977–1997. Waldenfels came to Bonn after he had lived and worked in Japan for ten years. There as well as in other parts of Asia, inculturation became a life experience for him. Following the three

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classical topics of fundamental theology – God, Jesus Christ, the Church – Waldenfels asks how they fit into the different contexts of ethnic, cultural, religious and ideological circumstances of life. The handbook shows that modern Christian theology needs a profound knowledge and analysis of the diversity of human and social life. At the same time an equally deep involvement in the mystery of the divine as it appears in the life and death of Jesus Christ is of utmost importance. It calls for a strong connection between historical awareness and an insatiable desire of the infinite Beyond.

The volume presents Louw's Contextual Prosodic Theory from its beginnings to its newest applications. It journeys from delexicalisation and relexicalisation into Semantic Prosody and then to the heart of its contextual requirements within collocation and the thinking of J.R. Firth. Once there, it moves much of Firth's and Malinowski's thinking into a computational method based upon the ability of language to govern and analyse itself using collocation to plot its scope and limits. With the assistance of analytic philosophy, it parts logic (grammar) from metaphysics (vocabulary) along the lines of a non-computational formula of Bertrand Russell, and so falsifies the major premise of the Vienna Circle using its own central tenet: the Principle of Verification. Having arrived at corpus-derived subtext (the semantic aura of grammar

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strings, as distinguished from Semantic Prosody), the second half of the book proceeds to verify the theory on Slavic languages. The focus is on the poet Alexander Pushkin, whose authorial intention becomes computationally recoverable. Prose is handled on samples authored by David Lodge, where authorial (in)sincerity (Louw 1993) is viewed on a cline of inspiration and quality of discourse. Other applications in the volume include studies on translation, negotiation, humour, and the reception of CPT.

In this volume, an attempt is undertaken to highlight the genesis, progress, and transformation of Asian contextual theology of minjung, introducing its historical point of departure, its development, and its transformation in light of younger Korean and Korean American scholars' endeavors. In this regard, the new Asian contextual theology, which is emerging, strives to integrate both minjung and the wisdom of World Religions into its own framework and direction, assuming the character of a public theology and remaining humble and open before God's mystery while featuring its association with minjung in a holistic way.

This book advances that history by exploring stories, images and discourses across a worldwide range of geographical, cultural and confessional contexts. Its twelve authors not only enrich our understanding of the significance of the contextual method, but also

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produce a new range of original ways of doing theology in contemporary situations. The authors discuss some prioritised thematic perspectives with an emphasis on liberating paths, and expand the ongoing discussion on the methodology of theology into new areas. Themes such as interreligious plurality, global capitalism, ecumenical liberation theology, eco-anxiety and the anthropocene, postcolonialism, gender, neo-pentecostalism, world theology, and reconciliation are examined in situated depth. Additionally, voices from Indigenous lands, Latin America, Asia, Africa, Australia, and Europe and North America enter into a dialogue on what it means to contextualise theology in an increasingly globalised and ever-changing world. Such a comprehensive discussion of new ways of thinking about and doing contextual theology will be of great use to scholars in Theology, Religious Studies, Cultural Studies, Political Science, Gender Studies, Environmental Humanities, and Global Studies. In recent years there has been a flourishing body of work on the Law of Treaties, crucial for all fields within international law. However, scholarship on modern treaty law falls into two distinct strands which have not previously been effectively synthesized. One concerns the investigation of concepts which are fundamental to or inherent in the law of treaties generally - such as consent, object and purpose, breach of obligation and provisional

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application - while the other focuses upon the application of treaties and of treaty law in particular substantive (e.g. human rights, international humanitarian law, investment protection, environmental regulation) or institutional contexts (including the Security Council, the World Health Organization, the International Labour Organization and the World Trade Organization). This volume represents the culmination of a series of collaborative explorations by leading experts into the operation, development and effectiveness of the modern law of treaties, as viewed through these contrasting perspectives.

First published in 1987. Routledge is an imprint of Taylor & Francis, an informa company.

Arbitrage—the trading practice that involves buying assets in one market at a cheap price and immediately selling them in another market for a profit—is fundamental to the practice of financial trading and economic understandings of how financial markets function. Because traders complete transactions quickly and use other people's money, arbitrage is considered to be riskless. Yet, despite the rhetoric of riskless trading, the arbitrage in mortgage-backed securities led to the 2008 financial crisis. In *Capturing Finance* Carolyn Hardin offers a new way of understanding arbitrage as a means for capturing value in financial capitalism. She shows how arbitrage relies on a system of abstract

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domination built around risk. The commonsense beliefs that taking on debt is necessary for affording everyday life and that investing is necessary to secure retirement income compel individuals to assume risk while financial institutions amass profits. Hardin insists that mitigating financial capitalism's worst consequences, such as perpetuating class and racial inequities, requires challenging the narratives that naturalize risk as a necessary element of financial capitalism as well as social life writ large. Unusual, fresh and challenging these essential Daily Bible Insights rarely whisper, but shout! At last, the Christian world has a relevant and up-to-date honest daily book of Bible insights that speaks to this generation! 'Night-Whispers' have long since been a global endeavour to communicate the God of the whole Bible in very raw terms to very real people. They are presented in such a way as to be read each day and are produced on a regular basis, the 366 daily readings for each year being presented with a unique volume number. That 'Volume' year is then divided into four Quarters. You can start any volume-quarter book of Night Whispers at any time you choose, because whilst these Everyday Bible Insights are fresh and relevant to each day, they are not interconnected in a way which means you have to read one volume before another. They are Biblical, fresh, provocative, relevant, and always challenging and always powerful. Night-Whispers:

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Christianity has an inherent capability to assume, as its novel mode of expression, the local idioms, customs, and thought forms of a new cultural frontier that it encounters. As a result, Christianity has become multicultural and multilingual. What is the role of theology in the imagination and articulation of Christianity's inherent multiculturalism and multi-vernacularity? Victor Ezigbo examines this question by exploring the nature and practice of contextual theology. To accomplish this task, this book engages the main genres of contextual theology, explores echoes of contextual theological thinking in some of Jesus's sayings, and discusses insights into contextual theology that can be discerned in the discourses on theology and caste relations (Dalit theology), theology and primal cultures (African theology), and theology and poverty (Latin American liberation theology).

Award-winning author Tara L. Kuther presents *Lifespan Development in Context*, a topically organized version of her bestselling *Lifespan Development* text that provides a panoramic view of the many influences that shape human development. Kuther's student-friendly narrative illustrates how the places, sociocultural environments, and ways in which we are raised influence who we become and how we grow and change throughout our lives. Three core themes resonate throughout each

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chapter: the centrality of context, the importance of research, and the value of applied developmental science. Foundational theories and classic studies are combined with contemporary research and culturally diverse perspectives for a modern introduction to the field that is both comprehensive and concise. Visual overviews, case studies, and critical thinking questions encourage self-reflection and class discussion, ensuring students have the tools they need to apply course concepts to their lives and future careers.

Ann Whittle offers a fresh approach to questions about whether our actions are free and whether we are morally responsible for them. She argues that the answers to these questions depend on the contexts in which we make claims about our abilities and our control over our actions.

""This scientific-historical biography explores the influences that shaped the spirituality of Amy Carmichael of Dohnavur. J. (Hans) Kommers investigates the historical background of Amy's childhood in Millisle and Belfast and provides new and more scholarly information than existing biographies. He researched a variety of Keswick-related literature in order to provide a fuller picture of Amy's connection with the Keswick Convention and their teaching. The descriptions of the life of the millworkers in Belfast, the happenings on the worldwide stage and Victorian missionary work and

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methods round out the picture to give the reader a greater understanding of Amy Carmichael. These new facts are most enlightening." --Dr Jackuelin Woolcock MB BChir MRCP (Lond), Director Dohnavur Fellowship Corporation, Shoreham by Sea, UK, and Doctor in Dohnavur India 1969-1987

"Triumphant Love: The Contextual, Creative and Strategic Missionary Work of Amy Beatrice Carmichael in South India provides the most extensive biography thus far of Amy Carmichael (1867-1951), a major figure on the missionary landscape of the late 19th and the first half of the 20th century. She is seen by some as the Protestant mother Teresa (both women worked in India and devoted all of their time and energy to the poor). The book is very well researched. The author states that the purpose of the extensive research he undertook 'was to get a closer and clearer picture of Amy Carmichael as the founder off the Dohnavur Fellowship.' Also, he wanted 'to give a balanced account of her dealings with people and especially her life with God.' He does this. It provides the most comprehensive picture of this remarkable woman. It is the definitive source of reference. J. (Hans) Kommers's view of the life of Amy Carmichael is that of a fellow evangelical. He explains that not only Amy, but many missionaries of her time were inspired by the ideal that all people should have the opportunity to hear of Christ's salvation. According to

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him, her inspirational work is still relevant today.""

--Prof. Dr Gijsbert van den Brink, URC Professor for Theology and Science, Faculty of Theology, Free University Amsterdam, the Netherlands

This volume provides a thorough examination of the impact of the English Reformation through a detailed analysis of medieval and early modern church fittings surviving at parish churches located throughout the county of Norfolk in England.

Contextual Pricing: The Death of List Price and the New Market Reality McGraw Hill Professional

This volume reviews the challenges and alternative approaches to modeling how individuals change across time and provides methodologies and data analytic strategies for behavioral and social science researchers. This accessible guide provides concrete, clear examples of how contextual factors can be included in most research studies. Each chapter c

This volume contributes to the ongoing study of the forces that shape the functioning of individual interpersonal workplace relationships, and it demonstrates the complex interplay between emotion, cognitive processes, brain functioning and contextual factors at multiple levels of workplace life. The Oxford Handbooks of Political Science is a ten-volume set of reference books offering authoritative and engaging critical overviews of the state of political science. Each volume focuses on a

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particular part of the discipline, with volumes on Public Policy, Political Theory, Political Economy, Contextual Political Analysis, Comparative Politics, International Relations, Law and Politics, Political Behavior, Political Institutions, and Political Methodology. The project as a whole is under the General Editorship of Robert E. Goodin, with each volume being edited by a distinguished international group of specialists in their respective fields. The books set out not just to report on the discipline, but to shape it. The series will be an indispensable point of reference for anyone working in political science and adjacent disciplines. The Oxford Handbook of Contextual Political Analysis sets out to synthesize and critique for the first time those approaches to political science that offer a more fine-grained qualitative analysis of the political world. The work in the volume has a common aim in being sensitive to the thoughts of contextual nuances that disappear from large-scale quantitative modelling or explanations based on abstract, general, universal laws of human behavior. It shows that 'context matters' in a great many ways: philosophical context matters; psychological context matters; cultural and historical contexts matter; place, population, and technology all matter. By showcasing scholars who specialize in the analysis of all these contexts side-by-side, the Oxford Handbook of Contextual Political Analysis shows how political scientists can take

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those crucial contextual factors systematically into account.

Bible translation theory and practice rightly tend to focus on the actual text of Scripture. But many diverse, yet interrelated contextual factors also play an important part in the implementation of a successful translation program. The aim of this coursebook is to explore, in varying degrees of detail, a wide range of these crucial situational variables and potential influences, using a multidisciplinary approach to the task. Thus, in order to expand and enrich the field of vision, a progressive study of this complex process of intercultural, interlinguistic communication is carried out according to a set of overlapping sociocultural, organizational and situational cognitive orientations. These contextual factors provide a broader frame of reference for analyzing, interpreting and communicating the original Scriptures in a completely new, contemporary setting of transmission and reception. The three dimensions are then applied in a practical way to explore the dramatic "throne-room" vision of the Apostle John (Revelation 4-5) with reference to both the original Greek text and also a modern dynamic translation in Chewa, a southeastern Bantu language of Africa. A variety of exercises and assignments to stimulate critical and creative reflection as well as to illustrate the theoretical development of Contextual Frames of

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Reference is provided every step of the way. Not only is translation per se discussed, but the teaching and evaluation of translated texts and versions are also considered from several points of view in the final three chapters. An Appendix offers a foundational essay by Professor Lourens de Vries on the subject of primary orality and the influence of this vital factor in the crosscultural communication of the Bible.

From the laughing clubs of India and robotic granny minders of Japan to the "Flexsecurity" system of Denmark and the elderscapes of Florida, experts in this collection bring readers cutting-edge and future-focused approaches to our aging population worldwide. In this fourth edition of an award-winning text on the consequences of global aging, a team of expert anthropologists and other social scientists presents the issues and possible solutions as our population over age 60 rises to double that of the year 2000. Chapters describe how the consequences of global aging will influence life in the 21st century in relation to biological limits on the human life span, cultural construction of the life cycle, generational exchange and kinship, makeup of households and community, and attitudes toward disability and death. This completely revised edition includes 20 new chapters covering China, Japan, Denmark, India, West and East Africa, Indonesia, Mexico, Peru, indigenous Amazonia, rural Italy, and

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the ethnic landscape of the United States. A popular feature is an integrated set of web book chapters listed in the contents, discussed in chapter introductions, and available on the book's website. Takes a qualitative, case study approach, with most chapters informed by original, ongoing field research around the world Draws its reputation from use in courses from anthropology, sociology, and psychology to social work, nursing, and public health at 60 universities Discusses and points readers to related web book chapters, available on the book's website Provides access to valuable web support offering literature updates, educational activities, videos, and more

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