Introduction To Organizational Behavior Blwood

Anna is less than thrilled to be shipped off to boarding school in Paris, leaving a fledgling romance behind – until she meets Étienne St. Clair. Smart, charming, beautiful, Étienne has it all...including a girlfriend. But in the City of Light, wishes have a way of coming true. Will a year of romantic near-misses end with a longed-for French kiss? "Magical...really captures the feeling of being in love" - Cassandra Clare, author of The Mortal Instruments series NPR's Year's Best Teen Reads, 2010. NPR's 100 Best-Ever Teen Novels, Number 53. Cybils Award Finalist for Young Adult Fiction, 2011. YALSA's Best Fiction for Young Adults. 2012 list YALSA's Popular Paperbacks for Young Adults: Forbidden Romance, 2012. TAYSHAS Reading List, 2012. Georgia Peach Book Award for Teen Readers, Honor, 2012-13.

Consumer behaviour is more than buying things; it also embraces the study of how having (or not having) things affects our lives and how possessions influence the way we feel about ourselves and each other - our state of being. The 3rd edition of Consumer Behaviour is presented in a contemporary framework based around the buying, having and being model and in an Australasian context. Students will be engaged and excited by the most current research, real-world examples, global coverage, managerial applications and ethical examples to cover all facets of consumer behaviour. With new coverage of Personality and incorporating real consumer data, Consumer Behaviour is fresh, relevant and up-to-date. It provides students with the best possible introduction to this fascinating discipline.

This book is an original, high-quality collection of chapters about highly topical and important brand management issues, and it shows both theoretical and empiric analysis. The 10 selected chapters are referred, with original contents and rigorous research methodologies, to some important challenges the brand management has to face in the current competitive contexts, characterized by the dominance of the intangible resources and the new information and communication technologies. Written by leading academics, this book is dedicated not only to marketing and management scholars but also to students wanting to investigate the knowledge concerning special fields and special brand management themes. As well to the practitioners who can find a wide reference also to the managerial implication from the strategic and operative perspectives.

Sexual Health and Bollywood FilmsA Culturally Based Program for South Asian Teenage GirlsCambria Press

Joseph Nye coined the term "soft power" in the late 1980s. It is now used frequently—and often incorrectly—by political leaders, editorial writers, and academics around the world. So what is soft power? Soft power lies in the ability to attract and persuade. Whereas hard power—the ability to coerce—grows out of a country's military or economic might, soft power arises from the attractiveness of a country's culture, political ideals, and policies. Hard power remains crucial in a world of states trying to guard their independence and of non-state groups willing to turn to violence. It forms the core of the Bush administration's new national security strategy. But according to Nye, the neo-conservatives who advise the president are making a major miscalculation: They focus too heavily on using America's military power to force other nations to do our will, and they pay too little heed to our soft power. It is soft power that will help prevent terrorists from recruiting supporters from among the moderate majority. And it is soft power that will help us deal with critical global issues that require multilateral cooperation among states. That is why it is so essential that America better understands and applies our soft power. This book is our guide.

GROUP DYNAMICS, 7th Edition, combines an emphasis on research, empirical studies supporting theoretical understanding of groups, and extended case studies to illustrate the application of concepts to actual groups. Author Donelson R. Forsyth builds each chapter around a real-

life case, drawing on examples from a range of disciplines including psychology, law, education, sociology, and political science. Tightly weaving concepts and familiar ideas together, the text takes students beyond simple exposure to basic principles and research findings to a deeper understanding of each topic. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Though their primary concern, organizations in the creative industries don't only succeed or fail based on the exercise of their creative resources. Their fortunes also depend on their understanding and approach to the problem of competition. In Strategic Analysis: A creative and cultural industries perspective, Jonathan Gander offers a much needed introduction to how the practice of strategic thinking and analysis can be applied to this diverse and dynamic field. The book employs a range of competitive scenarios and case studies in which to practically apply a recommended set of analytical frameworks and examine the strategic challenge facing the enterprise and the wider sector. This concise and practical text focuses on providing a clear series of steps through which to identify and tackle strategic issues facing an enterprise, making it perfect reading for students and practitioners in the creative sector who seek a strategic understanding of the competition they are involved in.

The time was the 1980s. The place was Wall Street. The game was called Liar's Poker. Michael Lewis was fresh out of Princeton and the London School of Economics when he landed a job at Salomon Brothers, one of Wall Street's premier investment firms. During the next three years, Lewis rose from callow trainee to bond salesman, raking in millions for the firm and cashing in on a modern-day gold rush. Liar's Poker is the culmination of those heady, frenzied years—a behind-the-scenes look at a unique and turbulent time in American business. From the frat-boy camaraderie of the forty-first-floor trading room to the killer instinct that made ambitious young men gamble everything on a high-stakes game of bluffing and deception, here is Michael Lewis's knowing and hilarious insider's account of an unprecedented era of greed, gluttony, and outrageous fortune.

This manual has been designed and written with the purpose of introducing key concepts and areas of debate around the "creative economy", a valuable development opportunity that Latin America, the Caribbean and the world at large cannot afford to miss. The creative economy, which we call the "Orange Economy" in this book (you'll see why), encompasses the immense wealth of talent, intellectual property, interconnectedness, and, of course, cultural heritage of the Latin American and Caribbean region (and indeed, every region). At the end of this manual, you will have the knowledge base necessary to understand and explain what the Orange Economy is and why it is so important. You will also acquire the analytical tools needed to take better advantage of opportunities across the arts, heritage, media, and creative services.

When first published, Marshall McLuhan's Understanding Media made history with its radical view of the effects of electronic communications upon man and life in the twentieth century.

Real Communication uses stories from real people and the world around us to present the best and most lively

introduction to communication concepts. Professors and students alike have fallen in love with Real Communication's down-to-earth writing style, its coverage of research, and its wealth of learning and teaching tools. They also appreciate how Real Communication strives to weave the discipline's different strands together with the CONNECT feature that shows students how concepts work and apply across interpersonal, small group, public speaking, and mass media contexts. The Second Edition is even better with a broader array of engaging examples, new coverage of hot topics in the field like Intercultural and mediated communication, plus a public speaking unit honed to provide the essential information students need for this fast-paced course. A new chapter on mass communication connects topics like media convergence, mediated communication, media messages, and media effects to everyday communication.

Homesickness today is dismissed as a sign of immaturity, what children feel at summer camp, but in the nineteenth century it was recognized as a powerful emotion. When gold miners in California heard the tune "Home, Sweet Home," they sobbed. When Civil War soldiers became homesick, army doctors sent them home, lest they die. Such images don't fit with our national mythology, which celebrates the restless individualism of colonists, explorers, pioneers, soldiers, and immigrants who supposedly left home and never looked back. Using letters, diaries, memoirs, medical records, and psychological studies, this wide-ranging book uncovers the profound pain felt by Americans on the move from the country's founding until the present day. Susan Matt shows how colonists in Jamestown longed for and often returned to England, African Americans during the Great Migration yearned for their Southern homes, and immigrants nursed memories of Sicily and Guadalajara and, even after years in America, frequently traveled home. These iconic symbols of the undaunted, forward-looking American spirit were often homesick, hesitant, and reluctant voyagers. National ideology and modern psychology obscure this truth, portraying movement as easy, but in fact Americans had to learn how to leave home, learn to be individualists. Even today, in a global society that prizes movement and that condemns homesickness as a childish emotion, colleges counsel young adults and their families on how to manage the transition away from home, suburbanites pine for their old neighborhoods, and companies take seriously the emotional toll borne by relocated executives and road warriors. In the age of helicopter parents and boomerang kids, and the new social networks that sustain connections across the miles, Americans continue to assert the significance of home ties. By highlighting how Americans reacted to moving farther and farther from their roots, Homesickness: An American History revises long-held assumptions about home, mobility, and our national identity.

Culture and Organizational Behaviour is a textbook for management studies that highlights the effect of the confluence of Western and Indian cultural influences. It adheres to the syllabi of the organizational behaviour courses followed in most major universities and management institutes. The book presents basic knowledge of organizational behaviour as

developed in the West, adds to these the latest global research findings, and situates them in the Indian cultural perspective. It also highlights the issues that emanate from the interface of the Indian culture and organizational behaviour. Key Features: - Contains updated case studies from Indian organizations - Focuses on current and emerging strategies in organizational structures, leadership, power and politics - Covers topics like balancing work and other responsibilities, power and politics, and conflict and negotiation, which, though extremely crucial to organizational behaviour, have perhaps not got due attention in the existing literature - Presents the relatively unexplored effects of Indian culture on organizational behaviour. Provides a platform where both theoretical and practical issues can be addressed by managers, researchers, students and teachers alike.

This book is a comprehensive introduction to media ethics and an exploration of how it must change to adapt to today's media revolution. Using an ethical framework for the new 'mixed media' ethics – taking in the global, interactive media produced by both citizens and professionals – Stephen J. A. Ward discusses the ethical issues which occur in both mainstream and non-mainstream media, from newspapers and broadcast to social media users and bloggers. He re-defines traditional conceptions of journalistic truth-seeking, objectivity and minimizing harm, and examines the responsible use of images in an image-saturated public sphere. He also draws the contours of a future media ethics for the 'new mainstream media' and puts forward cosmopolitan principles for a global media ethics. His book will be invaluable for all students of media and for others who are interested in media ethics.

Processes of globalization have changed the world in many, often fundamental, ways. Increasingly these processes are being debated and contested. This Handbook offers a timely, rich as well as critical panorama of these multifaceted processes with up-to-date chapters by renowned specialists from many countries. It comprises chapters on the historical background of globalization, different geographical perspectives (including world systems analysis and geopolitics), the geographies of flows (of people, goods and services, and capital), and the geographies of places (including global cities, clusters, port cities and the impact of climate change).

Introduction to the Theories and Varieties of Modern Crime in Financial Markets explores statistical methods and data mining techniques that, if used correctly, can help with crime detection and prevention. The three sections of the book present the methods, techniques, and approaches for recognizing, analyzing, and ultimately detecting and preventing financial frauds, especially complex and sophisticated crimes that characterize modern financial markets. The first two sections appeal to readers with technical backgrounds, describing data analysis and ways to manipulate markets and commit crimes. The third section gives life to the information through a series of interviews with bankers, regulators, lawyers, investigators, rogue traders, and others. The book is sharply focused on analyzing the origin of a crime from an

economic perspective, showing Big Data in action, noting both the pros and cons of this approach. Provides an analytical/empirical approach to financial crime investigation, including data sources, data manipulation, and conclusions that data can provide Emphasizes case studies, primarily with experts, traders, and investigators worldwide Uses R for statistical examples

The Music Export Business examines the workings of the fast-changing world of music industry exports. The music industry is in a state of flux, resulting from changes in technology, markets, government policies and most recently the COVID-19 pandemic. In analysing the ability of organisations to access international markets from inception, this book assesses global trends in music industry business models, including streaming and national export policies. The book deploys author interviews with industry insiders including musicians, managers, record labels and government stakeholders, using case studies to highlight cultural and economic value creation in a global value chain Providing research-based insights into "export readiness" in the global music industry, this book reassesses the "born global" phenomenon, providing a unique and valuable resource for scholars and reflective practitioners interested in the evolving relationship between music industries, national economies, government policies and cultural identity. .

This book provides a much-needed classroom text in international studies that is genuinely interdisciplinary in its approach. International Studies focuses specifically on five core disciplines; history, geography, anthropology, political science and economics, and describes them in relation to one another, as well as their individual and collective contributions to the study of global issues. The expert authors also emphasize the continuing importance of area studies within an interdisciplinary and global framework, applying its interdisciplinary framework to substantive issues in seven regions: Europe, East Asia and the Pacific, South and Central Asia, sub-Saharan Africa, the Middle East and North Africa, Latin America and North America. This new edition has been completely updated and substantially revised with two new chapters on Media, Sovereignty and Cybersecurity and Sustainable Development. This disciplinary and regional combination offers a useful and cohesive framework for teaching students a substantive and comprehensive approach to understanding global issues.

The role of the film marketer is both vital and challenging. Promotion is one of the industry's biggest costs, with the campaign of a large film costing up to half its production budget. Box office results, however, are wildly unpredictable: relatively few films a year make a profit. These market conditions make this a unique industry and film marketing a specific and demanding skill set that requires attention early in the career of any marketing student looking to progress in the industry. This new edition of Film Marketing is a thorough update of the first textbook in film promotion. Like in the first edition, Kerrigan takes a socio-cultural, as well as a business view of film marketing and its impact, covering different

approaches to promotion according to different aims and audiences internally and externally, and across the world. This book addresses all areas of film marketing from the rigorous perspective of someone with first-hand knowledge of the trade. This new edition also includes: Additional pedagogy and visual examples to reinforce key points A more international range of cases and coverage of non-Western markets to give a global overview of film marketing across the world New and expanded sections on social media, digital promotion, transmedia and crowdfunding This is the original film marketing text which no engaged film or marketing student should be without.

This Surgeon General's report details the causes and the consequences of tobacco use among youth and young adults by focusing on the social, environmental, advertising, and marketing influences that encourage youth and young adults to initiate and sustain tobacco use. This is the first time tobacco data on young adults as a discrete population have been explored in detail. The report also highlights successful strategies to prevent young people from using tobacco.

Introduction to Sociology 2e adheres to the scope and sequence of a typical, one-semester introductory sociology course. It offers comprehensive coverage of core concepts, foundational scholars, and emerging theories, which are supported by a wealth of engaging learning materials. The textbook presents detailed section reviews with rich questions, discussions that help students apply their knowledge, and features that draw learners into the discipline in meaningful ways. The second edition retains the book's conceptual organization, aligning to most courses, and has been significantly updated to reflect the latest research and provide examples most relevant to today's students. In order to help instructors transition to the revised version, the 2e changes are described within the preface. The images in this textbook are grayscale. Authors include: Heather Griffiths, Nathan Keirns, Eric Strayer, Susan Cody-Rydzewski, Gail Scaramuzzo, Tommy Sadler, Sally Vyain, Jeff Bry, Faye Jones

Estimates indicate that as many as 1 in 4 Americans will experience a mental health problem or will misuse alcohol or drugs in their lifetimes. These disorders are among the most highly stigmatized health conditions in the United States, and they remain barriers to full participation in society in areas as basic as education, housing, and employment. Improving the lives of people with mental health and substance abuse disorders has been a priority in the United States for more than 50 years. The Community Mental Health Act of 1963 is considered a major turning point in America's efforts to improve behavioral healthcare. It ushered in an era of optimism and hope and laid the groundwork for the consumer movement and new models of recovery. The consumer movement gave voice to people with mental and substance use disorders and brought their perspectives and experience into national discussions about mental health. However over the same 50-year period, positive change in American public attitudes and beliefs about mental and substance use disorders has lagged behind these advances. Stigma is a complex social phenomenon based on a relationship between an attribute and a stereotype that assigns undesirable labels, qualities, and behaviors to a person with that attribute. Labeled individuals are then socially devalued, which leads to inequality and discrimination. This report contributes to national efforts to understand and change attitudes, beliefs and behaviors that can lead to stigma and discrimination.

Changing stigma in a lasting way will require coordinated efforts, which are based on the best possible evidence, supported at the national level with multiyear funding, and planned and implemented by an effective coalition of representative stakeholders. Ending Discrimination Against People with Mental and Substance Use Disorders: The Evidence for Stigma Change explores stigma and discrimination faced by individuals with mental or substance use disorders and recommends effective strategies for reducing stigma and encouraging people to seek treatment and other supportive services. It offers a set of conclusions and recommendations about successful stigma change strategies and the research needed to inform and evaluate these efforts in the United States.

Outstanding and original, this book by Dr. Anvita Madan-Bahel (PhD, Columbia University) integrates the current theory and literature on South Asians and engages the reader in meaningful ways. There are few studies in Asian/Asian American studies and in psychology (as well as other fields such as cultural studies, film, etc) that address the spectrum of topics included in this creative, thoroughly researched and well-written book. This book will be a valuable reference for those in many disciplines, including Psychology, Asian Studies and Women's Studies. "In this seminal piece, Dr. Madan-Bahel uses Bollywood film clips to foster thinking and discussion on critical topics in sexual health for South Asian female youth. This work is unique and innovative in many key ways. ... Dr. Madan-Bahel offers a variety of recommendations for practice, research, and policy that will continue to influence the field for years to come. This is impressive, inspirational, and groundbreaking work!" - Christine J. Yeh, Associate Professor of Counseling Psychology, University of San Francisco

Introduction to Global Health Promotion addresses a breadth and depth of public health topics that students and emerging professionals in the field must understand as the world's burden of disease changes with non-communicable diseases on the rise in low- and middle-income countries as their middle class populations grow. Now more than ever, we need to provide health advocacy and intervention to prevent, predict, and address emerging global health issues. This new text from the Society for Public Health Education (SOPHE) prepares readers with thorough and thoughtful chapters on global health promotion theories, best practices, and perspectives on the future of the field, from the individual to the global level. The world's biggest health care challenges—including HIV, malaria, heart disease, smoking, and violence, among others—are explored in detail in Introduction to Global Health Promotion. The state of the science, including the latest empirical data, is distilled into 19 chapters that update readers on the complex issues surrounding a variety of illnesses and conditions, and disease epidemics and individual, social, institutional, and governmental barriers to preventing them. Expert authors bring to the fore human rights issues, new uses of technology, and practical application of theory. These perspectives, along with the book's multidisciplinary approach, serve to create a well-rounded understanding of global health today. Learn more from the Editors of Introduction to Global Health Promotion here.

Producing Bollywood is an in-depth ethnography of the Bombay-based Hindi film industry, more popularly known as Bollywood. Taking readers inside this hugely popular global industry, Tejaswini Ganti focuses on the social world and professional practices of well-known Hindi filmmakers.

In this volume of 15 articles, contributors from a wide range of disciplines present their analyses of Disney movies and Disney music, which are mainstays of popular culture. The power of the Disney brand has heightened the need for academics to question whether Disney's films and music function as a tool of the Western elite that shapes the views of those less empowered. Given its global reach, how the Walt Disney Company handles the role of race, gender, and sexuality in social structural inequality merits serious reflection according to a number of the articles in the volume. On the other hand, other authors argue that Disney productions can help individuals cope with difficult situations or embrace progressive thinking. The different approaches to the assessment of Disney films as cultural artifacts also vary according to the

theoretical perspectives guiding the interpretation of both overt and latent symbolic meaning in the movies. The authors of the 15 articles encourage readers to engage with the material, showcasing a variety of views about the good, the bad, and the best way forward.

How lobbying by Indian Americans in the United States has influenced US foreign policy towards India Indian Lobbying and its Influence in US Decision Making looks at the ways in which Indian lobbying acts as a catalyst in transforming the US–India relationship in the post-Cold War era, the events that explain their formation, and factors that legitimize these groups as an institution in US politics.

Psychology and Work Today, 11th Edition is an exciting update of a well-loved textbook that introduces industrial and organizational psychology, explaining how industrial-organizational psychologists make work and working better. This accessible and informative text explains how industrial-organizational psychologists help organizations hire the best people by designing tests and interviews that uncover the skills and abilities of applicants, make work better by removing or reducing safety issues and sources of stress so that personnel are motivated and able to perform to their abilities, and work with managers and leaders to be more effective at leading others. This book also describes how industrial-organizational psychologists work with organizations to embrace diversity in the workforce and celebrate the strengths that employees from many backgrounds bring to organizations. In addition, this text includes how psychologists help organizations to design the physical work environment to best suit employees, while other psychologists help organizations to market their products and services to consumers. This text covers both the essential and traditional industrial-organizational psychology topic areas such as job analysis, employee selection, and work motivation as well as topic areas that are important in workplaces today such as stress and well-being, human factors, and preparing for jobs of the future. The chapter on consumer psychology remains unique to this textbook. This new edition includes coverage of employable skills desired by hiring managers and executives; the ways the highly publicized replicability crisis has affected the science and practice of industrial-organizational psychology; online and mobile employment testing; diversity and inclusion throughout the workplace, including microaggressions; preparing people and organizations for jobs of the future; incivility and harassment at work, including abusive supervision; safety climate and employee health; and advertising on social media and video games. Including many illustrative examples of industrial-organizational psychology in real-world workplaces, the 11th Edition is thoroughly updated to include the latest theory, research, and practice on each key topic. Each chapter features defined key terms, a chapter outline, a chapter summary, review questions, annotated additional reading, and engaging Newsbreak sections. The book will be of interest to undergraduate students in introduction industrial-organizational psychology or psychology of work behaviour courses.

Describing and assessing feminist inroads into the state Feminists walk the halls of power. Governance Feminism: An Introduction shows how some feminists and feminist ideas—but by no means all—have entered into state and state-like power in recent years. Being a feminist can qualify you for a job in the United Nations, the World Bank, the International Criminal Court, the local prosecutor's office, or the child welfare bureaucracy. Feminists have built institutions and participate in governance. The authors argue that governance feminism is institutionally diverse and globally distributed. It emerges from grassroots activism as well as statutes and treaties, as crime control and as immanent bureaucracy. Conflicts among feminists—global North and South; left, center, and right—emerge as struggles over governance. This volume collects examples from the United States, Israel, India, and from transnational human rights law. Governance feminism poses new challenges for feminists: How shall we assess our successes and failures? What responsibility do we shoulder for the outcomes of our work? For the compromises and strange bedfellows we took on along the way? Can feminism foster a critique of its own successes? This volume offers a pathway to critical engagement with these pressing and significant questions.

The international order is constituted by a plurality of international regimes - institutionalized arrangements in different issue areas that possess their own norms and procedures. The present book examines how conflict among regimes may arise and probes the role that international law can play in managing such conflict. Throughout the book, the example of trade in cultural products is used to illustrate the evolution of regime conflict and the potential for its management. Conflicts between the goals of 'free trade' and 'cultural diversity' have notably surfaced within the World Trade Organization (WTO) and the United Nations Educational, Scientific and Cultural Organization (UNESCO). As a result, there is a potential for conflict among WTO law, the UNESCO's Convention on the Protection and Promotion of the Diversity of Cultural Expressions, and human rights. The book posits that three dimensions are characteristic for regime conflict: First, regime conflict is a function of conflict among different social goals or values. Second, such goal conflicts are institutionalized through the interaction of a variety of political actors struggling for influence, often in intergovernmental organizations. Third, regime conflict may manifest itself in conflicts of legal rules. If a state acts in conformity with the rules of one regime, its conduct may trigger a violation of the rules of another regime. The author argues that, while international law cannot be construed as a fully integrated and unified system, it does provide a common language for different regimes to engage with each other. The shared discourse rules of international law enable a degree of coordination of the policies of different regimes, notably through techniques of interpretation and legal priority rules. International law contributes to the management of regime conflict by providing commonly accepted reasons for choosing among competing policy goals. This book Business Communication: Essential Strategies for Twenty-first Century Managers brings together application-based knowledge and necessary workforce competencies in the field of communication. The second edition utilizes well-researched content and application-based pedagogical tools to present to the readers a thorough analysis on how communication skills can become a strategic asset to build a successful managerial career. With the second edition, Teaching Resource Material in the form of a Companion Website is also being provided. This book must be read by students of MBA, practicing managers, executives, corporate trainers and professors. KEY FEATURES • Learning Objectives: They appear at the beginning of each chapter and enumerate the topics/concepts that the readers would gain an insight into after reading the chapter • Marginalia: These are spread across the body of each chapter to clarify and highlight the key points • Case Study 1: It sets the stage for the areas to be discussed in the concerned chapter • Case Study 2: It presents real-world scenarios and challenges to help students learn through the case analysis method • Tech World: It throws light on the latest advancements in communication technology and how real-time business houses are leveraging them to stay ahead of their competitors • Communication Snippet: It talks about real organizations/people at workplaces, their on-job communication challenges and their use of multiple communication channels to gain a competitive edge • Summary: It helps recapitulate the different topics discussed in the chapter • Review and Discussion Questions: These help readers assess their understanding of the different topics discussed in the chapter • Applying Ethics: These deal with situation-based ethical dilemmas faced by real managers in their professional lives • Simulation-based Exercise: It is a roleplay management game that helps readers simulate real managers or workplace situations, and thereby enables students to apply the theoretical concepts • Experiential Learning: It provides two caselets, each followed by an Individual Activity and a Team Activity, based on real-time business processes that help readers 'feel' or 'experience' the concepts and theories they learn in the concerned chapter to gain hands-on experience • References: These are given at the end of each chapter for the concepts and theories discussed in the chapter With globalisation taking centre stage in the business world and multiculturalism affecting markets and societies, there is a need to understand the ways that customers respond to the changing marketplace from international and multicultural perspectives. This book is

timely in addressing important themes raised in the most recent marketing literature, such as: global consumer culture, and the impact of Western culture on consumer behaviour in other countries; consumer acculturation processes, and the impact on identity conflicts and the strategies people use to manage them; globalisation vs. localised strategies, and the interaction of local and global influences on customer behaviour; climate change and global warming, the impact on consumer behaviour, and the implications for social responsibility; and cross-cultural customer research, including important methodological questions around the application of sociological, group-level measures to psychological, individual-level phenomenon in marketing contexts. The papers in this edition address those themes, reporting on studies from a range of countries, including Germany, Greece, China, and Austria, and a number of cultural groups in the UK. These papers draw on quantitative and qualitative methodologies, reflecting the full range of methods employed in contemporary consumer research. This book was originally published as a special issue of the Journal of Marketing Management.

At the start of the twenty-first century challenges to the global hegemony of U.S. culture are more apparent than ever. Two of the contenders vying for the hearts, minds, bandwidths, and pocketbooks of the world's consumers of culture (principally, popular culture) are India and South Korea. "Bollywood" and "Hallyu" are increasingly competing with "Hollywood"—either replacing it or filling a void in places where it never held sway. This critical multidisciplinary anthology places the mediascapes of India (the site of Bollywood), South Korea (fountainhead of Hallyu, aka the Korean Wave), and the United States (the site of Hollywood) in comparative dialogue to explore the transnational flows of technology, capital, and labor. It asks what sorts of political and economic shifts have occurred to make India and South Korea important alternative nodes of techno-cultural production, consumption, and contestation. By adopting comparative perspectives and mobile methodologies and linking popular culture to the industries that produce it as well as the industries it supports, Pop Empires connects films, music, television serials, stardom, and fandom to nation-building, diasporic identity formation, and transnational capital and labor. Additionally, via the juxtaposition of Bollywood and Hallyu, as not only synecdoches of national affiliation but also discursive case studies, the contributors examine how popular culture intersects with race, gender, and empire in relation to the global movement of peoples, goods, and ideas.