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anche oggi come in ogni periodo di grandi cambiamenti e incertezze per la ripresa e il rilancio dalla crisi bisognerebbe partire dai fondamentali cosa c'è all'origine del successo del made in italy qual è la formula vincente che accomuna prodotti di settori così diversi che nel mondo sono tutti percepiti come distintivi dell'eccellenza italiana come rinnovare questo successo nel mondo che cambia fondato su questa premessa il volume si propone di offrire con un approccio concreto spunti strumenti e indicazioni operative per il rilancio della internazionalizzazione del made in italy in una fase particolarmente critica dell'economia mondiale individuando nella digitalizzazione del commercio e della comunicazione le strategie fondanti per garantire alle eccellenze italiane uno sviluppo futuro nei mercati esteri in quest'ottica il digital export è analizzato come driver strategico per lo sviluppo internazionale e la gestione strategica del made in italy nei mercati in espansione geograficamente e culturalmente lontani come la cina è rappresentata come il nuovo confronto competitivo per tutte quelle imprese che mirano a sviluppare e consolidare il proprio business in mercati fortemente dinamici con elevato potenziale di attrattività per l'export digitale la proposta di un modello di digital export di riferimento per lo sviluppo di un progetto di internazionalizzazione digitale e l'analisi dei diversi modelli di business per l'e-commerce in cina restituiscono interessanti indicazioni operative e informazioni preziose per impostare una corretta ed efficace strategia digitale per il mercato cinese un approfondimento particolare è dedicato al made in italy agroalimentare in ragione della sua valenza strategica avanzando una serie di proposte operative per la sua valorizzazione e tutela

from the 17th century onwards in a context of increasingly intense trade and diplomatic contacts the exchange of scientific ideas became a key element in the encounters between the european world and the cultures of the far east this volume investigates the ways in which scientific knowledge was transferred and disseminated to new audiences whose cultural background was very different from that in which such knowledge had originally developed a vital role in this process was played by the jesuit mission in china whose members included intellectuals with a keen interest in cross cultural comparison the study of the local languages enabled the transfer of knowledge in both directions through translations of existing texts and the production of new ones for both chinese and european audiences the papers in the volume authored by specialists in various fields of cultural studies highlight the intellectual effort and strategies by which scientific works were made available and understandable beyond cultural differences the volume will be welcome to those interested not only in cultural interactions between europe and the far east but also in translation studies particularly in the dissemination of scientific knowledge

il testo è una guida clinica e si rivolge a studenti e medici descrivendo un metodo affidabile la valutazione pulsologica

l esame del paziente nella medicina tradizionale cinese mtc ha una lunga tradizione di utilizzo del polso radiale come strumento diagnostico in questo libro vengono fornite informazioni rilevanti e accessibili per supportare l utilizzo della diagnosi pulsologica nella pratica medica

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