

Papers On Loyalty

This is likewise one of the factors by obtaining the soft documents of this **Papers On Loyalty** by online. You might not require more become old to spend to go to the book creation as competently as search for them. In some cases, you likewise reach not discover the declaration Papers On Loyalty that you are looking for. It will entirely squander the time.

However below, in imitation of you visit this web page, it will be for that reason definitely easy to acquire as well as download lead Papers On Loyalty

It will not give a positive response many get older as we tell before. You can accomplish it even if action something else at home and even in your workplace. correspondingly easy! So, are you question? Just exercise just what we offer below as well as review **Papers On Loyalty** what you gone to read!



Customer Loyalty and Brand Management GRIN Verlag

In the bloody twentieth-century battles over Central Europe's borderlands, Upper Silesians stand out for resisting pressure to become loyal Germans or Poles. This work traces nationalist activists' efforts to divide Upper Silesian communities, which were bound by their Catholic faith and bilingualism, into two 'imagined' nations. These efforts, which ranged from the 1848 Revolution to the aftermath of the Second World War, are charted by Brendan Karch through the local newspapers, youth and leisure groups, neighborhood parades, priestly sermons, and electoral outcomes. As locals weathered increasing political turmoil and violence in the German-Polish contest over their homeland, many crafted a national ambiguity that allowed them to pass as members of either nation. In prioritizing family, homeland, village, class, or other social ties above national belonging, a majority of Upper Silesians adopted an instrumental stance towards nationalism. The result was a feedback loop between national radicalism and national skepticism.

Social Democracy in Quebec and Saskatchewan Harvard Business Review Press
In compelling narrative style, this book offers the first hard look at the motives and activities of this uniquely powerful state agency, which used loyalty as a weapon to protect the existing socioeconomic order against a rising tide of radicalism on the home front. April 1917: The governor of Minnesota put the State Capitol in St. Paul under heavy military guard. Newspapers filled their columns with rumors of terrorist activities. Then the United States declared war on Germany. In the midst of patriotic hysteria, the state legislature passed a bill establishing the Minnesota Commission of Public Safety to "do . . . all acts and things necessary" to defend the state from its enemies.

The Loyalty Effect Fordham Univ Press
"Report of the Dominion fishery commission on the fisheries of the province of Ontario, 1893", issued as vol. 26, no. 7, supplement.
Ordinary People in Civil War Mississippi Academia Press
A free region deeply influenced by southern mores, the Lower Middle West represented a true cultural and political median in Civil War-era America. Here grew a Unionism steeped in the mythology of the Loyal West--a myth rooted in regional and racial animosities and the belief that westerners had won the war. Matthew E. Stanley's intimate study explores the Civil War, Reconstruction, and sectional reunion in this bellwether region. Using the lives of area soldiers and officers as a lens, Stanley reveals a place and a strain of collective memory that was anti-rebel, anti-eastern, and anti-black in its attitudes--one that came to be at the forefront of the northern retreat from Reconstruction and toward white reunion. The Lower Middle West's embrace of black exclusion laws, origination of the Copperhead movement, backlash against liberalizing war measures, and rejection of Reconstruction were all pivotal to broader American politics. And the region's legacies of white supremacy--from racialized labor violence to sundown towns to lynching--found malignant expression nationwide, intersecting with how Loyal Westerners remembered the war.

Employee Loyalty Research Paper Retailing in the 21st CenturyCurrent and Future Trends
Seminar paper from the year 2008 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,0, University of Applied Sciences Brandenburg, language: English, abstract: If you ever take a trip to the USA and “ visit ” one of those giant supermarkets, the first thing you will recognize as soon as you get to the cashiers is consumers giving slips of paper to them. The cashiers would scan those slips of paper and the total amount of the consumer ’ s grocery payment will be reduced immediately. Those slips of paper are called coupons and have been very popular in

the USA for many years. Meanwhile, coupons enjoy also a great popularity in Germany but still without such a spread as in the USA. In today ’ s world many changes, especially such as the current financial crisis, give marketers the reason to restructure their marketing strategies. They know that consumers not only try to save as much money as possible, they also have much more brands and products to choose of today. As a form of sales ’ promotion, coupons are an excellent way to attract consumers to purchase more products without having reduced the general price level. But more importantly, they are a very effective way to achieve customer loyalty and marketers know that long-term customer loyalty is more important than ever before to maintain success on the market. This research paper will introduce you to the study of couponing — an impor- tant marketing instrument that is capturing the market everywhere in the world. It explores how manufacturers of consumer packaged goods (CPG) benefit from couponing in regard to their achievement of customer ’ s loyalty. First of all, this research paper gets involved with the analysis of the meaning of couponing and coupons, their classification in the marketing-mix as well as the different types and distribution forms. The main chapter distinguishes information about the history and development of couponing and their first evolution in both countries, USA and Germany. Subsequent the current market situations in the USA and Germany, as well as the latest evolutions of coupons regarding customer loyalty will be demonstrated. In additional, it will look into the significance of coupons to manufacturers in regard to achieve customer loyalty as well as chances and risks that appear with them. A summary and a critical view will build the closing of this research paper.

Electrical West Disha Publications
Christian Zeidler identifies the potential of mobile services for the management of customer relationships. He develops a framework that provides a technical infrastructure capable of leveraging these advantages through a service delivery platform. The author, thereby, provides a valuable tool for the integration of the mobile channel into the traditional marketing mix.

Remaining Loyal UNC Press Books
Argues that consumer and employee loyalty are key to success, and discusses how to obtain and preserve loyalty
The Extent to which High School Papers Aid in Developing Loyalty ... Oxford University Press
Jarret Ruminski examines ordinary lives in Confederate-controlled Mississippi to show how military occupation and the ravages of war tested the meaning of loyalty during America's greatest rift. The extent of southern loyalty to the Confederate States of America has remained a subject of historical contention that has resulted in two conflicting conclusions: one, southern patriotism was either strong enough to carry the Confederacy to the brink of victory, or two, it was so weak that the Confederacy was doomed to crumble from internal discord. Mississippi, the home state of Confederate President Jefferson Davis, should have been a hotbed of Confederate patriotism. The reality was much more complicated. Ruminski breaks the weak/strong loyalty impasse by looking at how people from different backgrounds--women and men, white and black, enslaved and free, rich and poor--negotiated the shifting contours of loyalty in a state where Union occupation turned everyday activities into potential tests of patriotism. While the Confederate government demanded total national loyalty from its citizenry, this study focuses on wartime activities such as swearing the Union oath, illegally trading with the Union army, and deserting from the Confederate army to show how Mississippians acted on multiple loyalties to self, family, and nation. Ruminski also probes the relationship between race and loyalty to indicate how an internal war between slaves and slaveholders defined Mississippi's social development well into the twentieth century.

Loyalty and Loss Minnesota Historical Society Press
Though slavery was widespread and antislavery sentiment rare in Alabama, there emerged a small loyalist population, mostly in the northern counties, that persisted in the face of overwhelming odds against their cause. Margaret M. Storey ’ s welcome study uncovers and explores those Alabamians who maintained allegiance to the Union when their state seceded in 1861—and beyond. Storey ’ s extensive, groundbreaking research discloses a socioeconomically diverse group that included slaveholders and nonslaveholders, business people, professionals, farmers, and blacks. By considering the years 1861 — 1874 as a whole, she clearly connects loyalists ’ sometimes brutal wartime treatment with their postwar behavior.

House documents Springer Science & Business Media
With crisp and insightful contributions from 47 of the world ’ s leading experts in various facets of retailing, Retailing in the 21st Century offers in one book a compendium of state-of-the-art, cutting-edge knowledge to guide successful retailing in the new millennium. In our competitive world, retailing is an exciting, complex and critical sector of business in most

developed as well as emerging economies. Today, the retailing industry is being buffeted by a number of forces simultaneously, for example the growth of online retailing and the advent of ‘ radio frequency identification ’ (RFID) technology. Making sense of it all is not easy but of vital importance to retailing practitioners, analysts and policymakers.

Watchdog of Loyalty LSU Press
Loyal Enemies uncovers the history of the earliest British converts to Islam who lived their lives freely as Muslims on British soil, from the 1850s to the 1950s. Drawing on original archival research, it reveals that people from across the range of social classes defied convention by choosing Islam in this period. Through a series of case studies of influential converts and pioneering Muslim communities, Loyal Enemies considers how the culture of Empire and imperialism influenced and affected their conversions and subsequent lives, before examining how they adapted and sustained their faith. Jamie Gilham shows that, although the overall number of converts was small, conversion to Islam aroused hostile reactions locally and nationally. He therefore also probes the roots of antipathy towards Islam and Muslims, identifies their manifestations and explores what conversion entailed socially and culturally. He also considers whether there was any substance to persistent allegations that converts had "divided" loyalties between the British Crown and a Muslim ruler, country or community. Loyal Enemies is a book about the past, but its core themes--about faith and belief, identity, Empire, loyalties and discrimination-- are still salient today.

Idea of Loyalty in Upper Canada, 1784-1850 Peter Lang Gmbh, Internationaler Verlag Der Wissenschaften
Embroiled in the Civil War, northerners wrote and spoke with frequency about the subject of loyalty. The word was common in newspaper articles, political pamphlets, and speeches, appeared on flags, broadsides, and prints, was written into diaries and letters and the stationary they appeared on, and even found its way into sermons. Its ubiquity suggests that loyalty was an important concept...but what did it mean to those who used it? Contested Loyalty examines the significance of loyalty across fault lines of gender, social class, and education, race and ethnicity, and political or religious affiliation. These differing vantage points reveal the complicated ways in which loyalties were defined, prioritized, acted upon, and related. While most of the scholarly work on Civil War Era nationalism has focused on southern identity and Confederate nationhood, the essays in Contested Loyalty examine the variable, fluid constructions of these concepts in the north. Essays explore the limitations and incomplete nature of national loyalty and how disparate groups struggled to control its meaning. The authors move beyond the narrow partisan debate over Democratic dissent to examine other challenges to and competing interpretations of national loyalty. Today ’ s leading and emerging scholars examine loyalty through: the frame of politics at the state and national level; the viewpoints of college educated men as well as the women they courted; the attitudes of northern Protestant churches on issues of patriotism and loyalty; working class men and women in military industries; how employers could use the language of loyalty to take away the rights of workers; and the meaning of loyalty in contexts of race and ethnicity. The Union cause was a powerful ideology committing millions of citizens, in the ranks and at home, to a long and bloody war. But loyalty to the Union cause imperfectly explains how citizens reacted to the traumas of war or the ways in which conflicting loyalties played out in everyday life. The essays in this collection point us down the path of greater understanding.

Three Essays on the Customer Satisfaction-customer Loyalty Association University of Arkansas Press
Loyalty evolved as the central political idea in Upper Canada during the first half of the nineteenth century. It formed the basis of political legitimacy and acceptance into provincial society. David Mills examines the evolution and development of the concept of loyalty, placing special emphasis on the contribution of moderate reformers.

An Historical Essay Upon the Loyalty of Presbyterians in Great Britain and Ireland from the Reformation to this Present Year 1713 Univ. Press of Mississippi
Retailing in the 21st CenturyCurrent and Future TrendsSpringer Science & Business Media
The Limits of Loyalty MDPI
This book makes an important contribution to the ongoing debate over the emergence of an early modern ‘ public sphere ’ . Focusing on the petition-like form of the loyal address, it argues that these texts helped to foster a politically aware public by mapping shifts in the national ‘ mood ’ . Covering addressing campaigns from the late-Cromwellian to the early Georgian period, the book explores the production, presentation, subscription and publication of these texts. It argues that beneath partisan attacks on the credibility of loyal addresses lay a broad consensus about the validity

of this political practice. Ultimately, loyal addresses acknowledged the existence of a ‘ political public ’ but did so in a way which fundamentally conceded the legitimacy of the social and political hierarchy. They constituted a political form perfectly suited to a fundamentally unequal society in which political life continued to be centered on the monarchy.

Retailing in the 21st Century University of Illinois Press

In our subsequent analysis, we control for both satisfaction endogeneity and competitive settings heterogeneity using a Two-Stage Least Squares 3-level hierarchical linear model, correcting the standard error estimates via a jackknife procedure. This research provides precise, important theoretical and managerial insights, and broadens our understanding of the essential features of the satisfaction-loyalty relationship.

Atlantic loyalty, European autonomy (Egmont Paper 28) Manchester University Press

This is the story of how Americans attempted to define what it meant to be a citizen of the United States, at a moment of fracture in the republic's history. As Erik Mathisen demonstrates, prior to the Civil War, American national citizenship amounted to little more than a vague bundle of rights. But during the conflict, citizenship was transformed. Ideas about loyalty emerged as a key to citizenship, and this change presented opportunities and profound challenges aplenty. Confederate citizens would be forced to explain away their act of treason, while African Americans would use their wartime loyalty to the Union as leverage to secure the status of citizens during Reconstruction. In The Loyal Republic, Mathisen sheds new light on the Civil War, American emancipation, and a process in which Americans came to a new relationship with the modern state. Using the Mississippi Valley as his primary focus and charting a history that traverses both sides of the battlefield, Mathisen offers a striking new history of the Civil War and its aftermath, one that ushered in nothing less than a revolution in the meaning of citizenship in the United States.

Public Papers of Alfred E. Smith, Forty-seventh Governor of the State of New York, 1923-1928 Cambridge University Press

Loyalty is one of the main assets of a brand. In today ’ s markets, achieving and maintaining loyal customers has become an increasingly complex challenge for brands due to the widespread acceptance and adoption of diverse technologies by which customers communicate with brands. Customers use different channels (physical, web, apps, social media) to seek information about a brand, communicate with it, chat about the brand and purchase its products. Firms are thus continuously changing and adapting their processes to provide customers with agile communication channels and coherent, integrated brand experiences through the different channels in which customers are present. In this context, understanding how brand management can improve value co-creation and multichannel experience—among other issues—and contribute to improving a brand ’ s portfolio of loyal customers constitutes an area of special interest for academics and marketing professionals. This Special Issue explores new areas of customer loyalty and brand management, providing new insights into the field. Both concepts have evolved over the last decade to encompass such concepts and practices as brand image, experiences, multichannel context, multimedia platforms and value co-creation, as well as relational variables such as trust, engagement and identification (among others).

Calendar of state papers: Colonial series. ... McGill-Queen's Press - MQUP

Two items. Speech delivered by Monroe E. Deutsch before the Committee for Security and Freedom, Berkeley, Calif., Feb. 16, 1954, and appeal of Nathaniel L. Bliss and Veterans Group against the Loyalty Oath, for financial aid.

Current and Future Trends Springer Science & Business Media

When social democratic politicians in the 1990s moderated their ideas and policies as part of a turn towards the "third way," they were assailed as traitors to the cause. Remaining Loyal demonstrates that while third way social democrats in Quebec and Saskatchewan supplemented certain social democratic ideas with more right-wing economic programs, their public policies remained true to the original spirit of social democracy. Drawing on a range of archival resources, David McGrane traces the evolution of social democracy in Quebec and Saskatchewan from their respective origins in social Catholic thought and agrarian protest movements at the turn of the twentieth century to the most recent Parti Qu é b é cois and New Democratic Party governments. In doing so, he reconstructs the public policies of traditional social democracy from the postwar era and the third way in the 1990s and early 2000s and finds both differences and continuities. McGrane contends that remaining loyal to core social democratic values is exactly what differentiates the third way from neo-liberalism in Saskatchewan and Quebec. The first historical comparison of social democracy in Saskatchewan and Quebec, Remaining Loyal challenges how we think about the recent ideological evolution of left-wing parties in Canada and the rest of the world.