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Industrial Tourism 2016-05-23

industrial tourism presents opportunities both in terms of income and as a tool of management for individual firms who open their doors and consequently their local regions to the public but how can these opportunities be organised in a way that enables both the city and the enterprise to take advantage this book analyzes the conditions for successful industrial tourism development using case studies of wolfsburg cologne pays de la loire turin shanghai and rotterdam and makes astute recommendations for cities and companies with ambitions in this field

2017-07-27

2015 2017 200 2 2000

Car Tourism 2017-07-05

this book examines the role of cars and the space connected with their production and presentation in tourism development it describes the role played by experiences and experience societies formed in the 20th c in the development of contemporary tourism including tourism related to cars the book explores the influence of experiencing unusual events such as car races car fairs visits to car industry museums or multifunctional spaces connected with producing and exhibiting cars e g autostadt or audi forum on the development of a new type of tourism i e car tourism this kind of tourism is novel in two ways firstly it is a new phenomenon in science as so far it has not been thoroughly studied or described apart from various short articles secondly this type of tourism has developed on a large scale only in recent years mainly due to the huge investments made by powerful european car manufacturers e g autostadt audi forums porsche museum lamborghini museum etc the book presents cars and the spaces related to them as tourist assets sites events and as tourist products that satisfy tourists needs moreover it

connects the issue of car tourism to the marketing strategies of large car manufacturers and discusses the theory of tourism space highlighting the main tourism spaces in which car tourism develops it presents multifunctional spaces factories adventure centres autostadt in wolfsburg museums car exhibitions and race tracks in the next chapter following an introduction to the problem of events the author describes events related to car tourism including races rallies driving schools and car fairs the book ends with a summarizing chapter which includes a model of the function of car tourism as a separate type of tourism as well as a discussion presenting the main features advantages and disadvantages of car tourism in the context of the tourism space theory

The Global Economy as You've Never Seen It: 99 Ingenious Infographics That Put It All Together 2018-10-23

this ebook is for tablets and other large screens please use pan and zoom to explore the detailed infographics an ingeniously conceived tour of the global economy and all its key components illuminated one by one in 99 large scale full color the economy is a complex world spanning layer upon layer upon layer behemoth one could argue that almost every aspect of our lives is connected to the realms of business and finance and yet few of us truly understand it even the world's foremost economists can't seem to agree on how it runs the global economy as you've never seen it presents 99 brilliant infographics that everyone can understand from start-ups to monopolies from trade agreements to theory author thomas ranke and infographic specialist jan schwochow bring every facet of the economic web to life economics connects us all from what we buy to how we buy it who made it and where see the economy differently and the world

2017年6月 2009-11-01

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Lemon-Aid New Cars and Trucks 2010 2020-03-19

this compendium of everything thats new in cars and trucks is packed with feedback from canadian drivers insider tips internal service bulletins and confidential memos to help the consumer select whats safe reliable and fuel frugal

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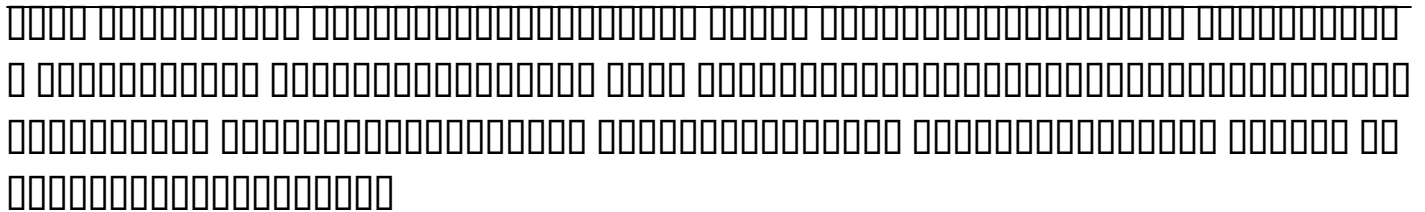
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Senseless 2019-08-07

three missing people one twisted predator chilling highly original and highly recommended caz frear sweet little lies just when your heart rate is getting back to normal senseless smacks you in the face with another twist jenny blackhurst no 1 bestselling author day one six weeks after vanishing sarah langton is suddenly found delirious and starved close to death the police struggle to find any answers day two when another missing person reappears half crazed and hysterical a terrifying pattern emerges a twisted predator is pushing his victims to insanity ds corcoran haunted by a previous case and dr marie palmer a leading criminal psychiatrist must try to establish a link between the survivors day three as it becomes clear others are in grave danger every second will be critical but can corcoran and palmer unravel the deadliest of puzzles in time this twisting and page turning thriller is perfect for readers of chris carter m j arlidge sharon bolton and fiona cummins

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The Automotive Industry and European Integration 2009

this book chronicles the divergent growth trends in car production in belgium and spain it delves into how european integration high wages and the demise of gm and ford led to plant closings in belgium next it investigates how lower wages and the expansion strategies of western european automakers stimulated expansion in the spanish auto industry finally it offers three alternate scenarios regarding how further eu expansion and brexit may potentially reshape the geographic footprint of european car production over the next ten years in sum this book utilizes history to help expand the knowledge of scholars and policymakers regarding how european integration and brexit may impact future auto industry investment for all eu nations

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mit diesem buch steigerst du deine chance werbefilme oder social media videos zu drehen die durch die decke gehen auf jeder seite findest du wertvolle tipps aus der praxis das making of in buchform der blick hinter die kulissen der werbefilmproduktion von der ersten idee bis zum fertigen video welche erwartungen knüpfen auftraggeber werbetexter autoren art direktoren regisseure und produzenten an ein werbefilmprojekt wie werden werbefilme konzipiert geschrieben präsentiert und produziert für oscar bär und löwe ausgezeichnete storys feiern erfolge auf werbefilmfestivals und treten siegeszüge im internet an keine idee ein horror das buch widmet sich der ideenfindung und der dramaturgie von werbefilmen deckt die erzählstrukturen ausgezeichneter storys auf und erklärt jeden erzählbaustein die vielfalt erzählerischer variationen wird freigelegt und dramaturgische ansätze deutlich steigern dein potenzial für exzellente storys mit diesem baukasten voller ideen action die werbefilmproduktion wie findet man dann den richtigen regisseur die perfekte filmproduktion und wie führt man auftraggeber durch den produktionsprozess tauche ab in die die weiten und tiefen der werbefilmproduktion vom auftrag über das produktions briefing die regie interpretation das ppm die kalkulation den dreh die montage und postproduktion bis zur abnahme des fertigen werbevideos das drehbuch für gestalter werbetexter art direktoren autoren redakteure producer regisseure filmproduzenten und auftraggeber der autor dr albert heiser ist dozent an der universität der künste berlin der filmhochschule ludwigsburg und der ard zdf medienakademie er arbeitet als trainer und kreativ direktor und wurde für seine kreativen leistungen vielfach ausgezeichnet mit gastbeiträgen von kelvyn hallifax thomas wind

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