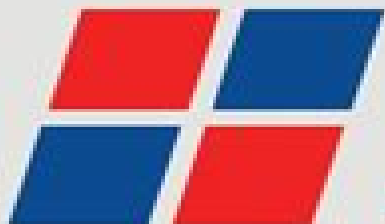


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networked twenty first century digital platforms have significantly influenced capital accumulation and digital culture Platforms such as social network sites e g Facebook search engines e g Google and smartphones e g iPhone are increasingly crucial because they function as major digital media intermediaries Emerging companies in non Western countries have created unique platforms controlling their own national markets and competing with Western based platform empires in the global markets The reality though is that only a handful of Western countries primarily the U S have dominated the global platform markets resulting in capital accumulation in the hands of a few mega platform owners This book contributes to the platform imperialism discourse by mapping out several core areas of platform imperialism such as intellectual property the global digital divide and free labor focusing on the role of the nation state alongside transnational capital **Principles of Microeconomics** Martin Kolmar,2021-11-25 This textbook provides a comprehensive and unique introduction to modern microeconomics It adopts an integrative approach positioning the main findings of economics in a broader context It critically reflects on theories from a philosophical standpoint and compares them to approaches found in the social sciences while at the same time highlighting the implications for the design of legal systems and business practices Intended for

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Melicher, Edgar A. Norton, 2013-10-28 The fifteenth edition of *Introduction to Finance Markets Investments and Financial Management* builds upon the successes of its earlier editions while maintaining a fresh and up to date coverage of the field of finance Distinguished authors Ron Melicher and Edgar Norton continue to cover the three major financial areas institutions and markets investments and financial management Their effective structure equips instructors with maximum flexibility for how the course is taught and students with an integrated perspective of the different foundations of finance This survey of the basic knowledge concepts and terms of the discipline is appropriate for all students For those who do not plan to take additional courses in finance it provides a valuable overview For those who want to take additional coursework in finance it provides a solid foundation for their future studies and careers **Just Here for the Comments** Gina Siple, 2024-05-28

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International Journal of Market Research ,2008

F-Commerce Handbook Paul Marsden,Paul Chaney,2012-06-01 The 10 Secrets to Selling on the World s 1 Social Network Facebook is the perfect tool for reaching out to customers Now you need to take the next step and make it pay by selling on Facebook The f Commerce Handbook shows you how From the co editors of Social Commerce Today The f Commerce Handbook delivers practical guidance proven strategies and best practices to profit from Facebook as a direct sales channel The f Commerce Handbook reveals ten smart but simple secrets for running profitable sales events on Facebook all designed and proven to build your business and monetize your efforts Capitalize on impulse purchasing Get customers emotionally involved with your product Use social media as an experience delivery mechanism Create powerful social incentives Make customers feel indebted to buy from you Facebook is the selling tool of the future Start building your f commerce strategy now and start making Facebook pay today by turning Likes into Buys

[Business Week](#) ,2008

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Macroeconomics Paul Krugman, Robin Wells, 2012-05-15 When it comes to explaining current economic conditions there is no economist readers trust more than New York Times columnist and Nobel laureate Paul Krugman Term after term Krugman is earning that same level of trust in the classroom with more and more instructors introducing students to the fundamental principles of economics via Krugman s signature storytelling style The new Third Edition of Paul Krugman and Robin Wells s Economics is their most accomplished yet extensively updated to offer new examples and stories new case studies from the business world and expert coverage of the ongoing financial crisis *Quill & Quire* , 2007

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