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The Concept of the Marketing Mix' NEIL H. BORDEN Harvard Business School Marketing is still an art, and the marketing manager, as head chef, must creatively marshal all his marketing activities

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The Concept of the Collective Unconscious CARL JUNG Carl G. Jung (1875-1961) was a Swiss psychologist whose principles have been found to be applicable to nearly all academic disciplines from mythology to religion to quantum physics, and to nearly all aspects of modern life. In the following selection,

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1. The Concept of Taste. The concept of the aesthetic descends from the concept of taste. Why the concept of taste commanded so much philosophical attention during the 18th century is a complicated matter, but this much is clear: the eighteenth-century theory of taste emerged, in part, as a corrective to the rise of rationalism, particularly as applied to beauty, and to the rise of egoism ...

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Thatâ€™s the academic formulation of a concept that was restated recently in a popular form. â€œIf youâ€™ve been success-ful, you didnâ€™t get there on your own. . . . If you were success-ful, somebody along the line gave you some help. . . . Some-body helped to create this unbelievable American system that we have that allowed you to thrive.

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The Concept of Mind First published in 1949, Gilbert Ryleâ€™s The Concept of Mind is one of the classics of twentieth-century philosophy. Described by Ryle as a â€œsustained piece of analytical hatchet-workâ€™ on Cartesian dualism, The Concept of Mind is a radical and controversial attempt to jettison once and for all what Ryle called â€œthe

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THE CONCEPT OF FLOW. 91. set of skills result in optimal experience. The activities afford rich opportunities for action. Complementarily, effectively engaging these challenges depends on the possession of relevant capacities for action. The effortless absorption

## **7 The Concept of Flow**

The concept of security\* DAVID A. BALDWIN Redefining 'security' has recently become something of a cottage industry. 1 Most such efforts, however, are more concerned with redefining the policy agendas of nation-states than with the concept of security itself. Often, this takes the form of

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to be suitable and usable for our training concept. We will start by introducing the concept of lifelong learning as our overriding goal. The importance of basic skills for lifelong learning will be discussed. Basic approaches for self-regulated, productive, cooperative and experience-based learning will then be presented.

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