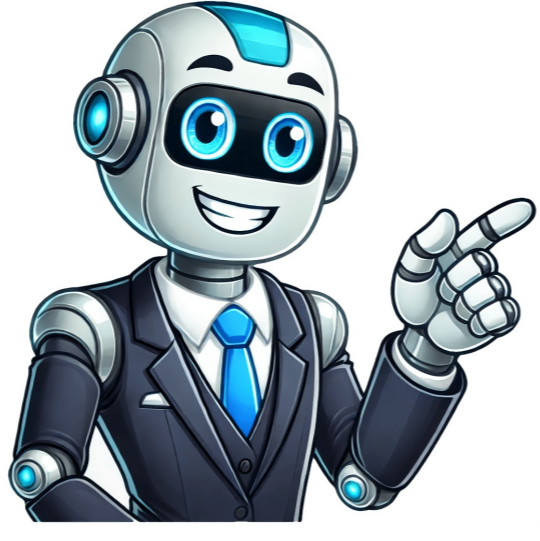


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people some 16,000 people for the mass production of sailing ships in large assembly lines, hundreds of years before the Industrial Revolution. 1106: Chinese engineer Su Wuren combines the mechanical compass vehicle of the south-pointing chariot with the distance-measuring odometer device. 1111: The Chinese Donglin Academy is founded. 1165: The Luhe Pagoda of Hangzhou, China, is built. 1170: The Roman Catholic notion of Purgatory is defined.[9] 1185: First record of windmills. Wikimedia Commons has media related to 12th century. ^ Soekmono, R. Drs., *Pengantar Sejarah Kebudayaan Indonesia 2*, 2nd ed. Penerbit Kanisius, Yogyakarta, 1973, 5th reprint edition in 1988 p.57 ^ Britannica, T. Editors of Encyclopædia (1998, July 20). Kadiri. Encyclopedia Britannica. ^ Enn Tarvel (2007). *Sigtuna hukukimine*. Archived 2017-10-11 at the Wayback Machine Harius. 2007 (7-8), p.38-41 ^ Notice sur les Arabes hilaliens. Ismaël Hamet, p. 248. ^ Francine Weiss and Mark R. Barnes (May 3, 1989). 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View (previous 50 | next 50) (20 | 50 | 100 | 250 | 500)Antisemitism in Christianity (links | edit) Catharism (links | edit) List of decades, centuries, and millennia (links | edit) Dialect (links | edit) House of Habsburg (links | edit) House of Hohenzollern (links | edit) History of Mali (links | edit) Maimonides (links | edit) Passport (links | edit) Sumba (links | edit) Taoism (links | edit) Weregild (links | edit) Zanzibar (links | edit) 20th century (links | edit) 21st century (links | edit) 15th century (links | edit) 16th century (links | edit) 17th century (links | edit) 18th century (links | edit) 14th century (links | edit) 1st century (links | edit) 13th century (links | edit) 4th century (links | edit) 11th century (links | edit) 1282 (links | edit) 7th century (links | edit) 10th century (links | edit) 9th century (links | edit) 8th century (links | edit) 6th century (links | edit) 5th century (links | edit) 2nd century (links | edit) 4th century BC (links | edit) 2nd century BC (links | edit) 3rd century BC (links | edit) 5th century BC (links | edit) 6th century BC (links | edit) 21st century BC (links | edit) 21st century BC (links | edit) 11th century BC (links | edit) 1000s (decade) (links | edit) 1040s (links | edit) 1299 (links | edit) 1154 (links | edit) 1163 (links | edit) 1160s (links | edit) 1141 (links | edit) 1135 (links | edit) 1204 (links | edit) View (previous 50 | next 50) (20 | 50 | 100 | 250 | 500) Retrieved from "WhatLinksHere|12th century" Share — copy and redistribute the material in any medium or format for any purpose, even commercially. 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For example, other rights such as publicity, privacy, or moral rights may limit how you use the material. Inclusiveness is an important topic that every business needs to be taking seriously. But why is inclusive marketing so important?Why should it number one on your list?A typical marketing campaign evolves around demographics. Whereas inclusive marketing doesn't target one demographic, nor does it rely on traditional stereotypes. Inclusive marketing rises above stereotypes by allowing a brand to show it cares about all customers across every demographic. It should not stop at just your customer base but include some of the following factors: sexually, income, race, age, gender, ethnicity, religion, language, and ability. By being more inclusive, you open up the opportunity for more customers as your brand will be seen as more open. Everyone is allowed their own choices and beliefs in life. Therefore it necessary to have inclusive marketers create strategies that satisfy the customers but doesn't leave anyone behind.A study run by LinkedIn shows that 78% of companies prioritize diversity to improve culture and 62% do so to boost financial performance. With research like this we can see that Diversity is directly tied to company culture and financial performance.Synchronously, Nielsen reports that "with 43% of the 75 million millennials in the U.S. identifying as African American, Hispanic, or Asian, if a brand doesn't have a multicultural strategy, it doesn't have a growth strategy." Inclusive Marketing content can be broken down into six fundamental principles as follows:Have you ever found yourself annoyed by an email message? Think carefully about your subject, topic, message, and the over impact your content is going to have from a tone standpoint. Have others review and get their perspectives where possible. When we think of language to describe things, we will use words, phrases, symbols, or metaphors to get our point across. Remember, language has immense power - it can easily strengthen a relationship, but at the same time, it can confuse or harm. Its good practice to understand every word, symbol, or phrase and use them appropriately. Representation is the visible presence of a variety of identities in a story, image, video, and more. There is unbelievable power in representation. When people see them represented in the media, they feel empowered. Think before publishing, are the images reflecting society. Context can be defined as the circumstances that inform an event or piece of content. When picking stock images, ask yourself does that image reflects society appropriately. For example, when we search "manager and employee," we tend to get a white male employee standing over a women colleague implying certain powers. If you're unable to find the images that show the necessary diversity or the subject in the best light, then you may have to look to employing a photographic to get the images you want. Appropriation is often defined as taking or using an aspect from a minority culture without knowing or honoring the meaning behind it. Drawing from people's cultures, traditions, and personal experiences can be both subjective and sensitive. We can all lead with cultural respect and awareness by being mindful of nuance and historical context, honoring and learning the culture, seeking guidance and diverse opinions, evaluating intent and impact, and elevating authentic voices.Counter-Stereotyping Tone Make sure your message is conveyed in the most appropriate tone of voice. "The most common misstep is when something that should be treated seriously and with respect is treated too casually". This leads to people being offended or turned off. Language Words are powerful. Words can have different meanings in different cultures. Make sure your choice of words doesn't offend or hurt people. Representation People want to see other people like themselves in the media, in the movies, in ads etc. That's why Barbie, the famous 60-year-old toys manufacturer expanded their range of dolls to include dark-skin dolls, dolls with different hair types and eye colour, different body types etc. This year, the brand launched a new doll: a black Barbie in a wheelchair. image: metro.co.uk "Representation is the visible presence of a variety of identities in a story, image, video, and more." Context "Context is the past circumstances that inform the setting of a piece of content." Be aware of the social, historical and cultural context to which your message refers to. What pic.twitter.com/L35ytATCWP — guillotease (@electricra) September 11, 2013 I don't know about you, but I don't think 9/11 is the appropriate context for a complimentary muffins offer. Appropriation "Appropriation (or cultural appropriation) is taking/using an aspect from a minority culture without knowing or honoring the meaning behind it." To avoid appropriation, follow these guidelines: Be cautious when you reference a minority culture; If you profit from an element of a minority culture, make sure the original creators receive recognition or benefit; Make sure your references are being presented by authentic members of the culture; Be respectful and pay homage to women of all sizes, shapes, colours and age. Their lingerie is designed to meet women's needs of comfort, beauty and sensiness. Their customers buy ThirdLove lingerie for their own pleasure. Is your brand inclusive? Does your marketing strategy use any of the six principles of inclusive marketing? Join the Conversation We'd love to hear what you have to say. Get in touch with us on Facebook Group and Twitter. Objective of this article is to assess how far the principles of inclusiveness in the Economic New Model in Malaysia can fulfil the needs of maqasid syar'iyah. The assessment is conducted through the key concepts and strategic measures of the principles of inclusiveness. This study is a qualitative which descriptive and analytical approach is used for assessing the principles of inclusiveness in the Economic New Model based on maqasid syar'iyah perspective. The method of this study is using the literature review with references from secondary data. This study is expected to provide recommendations about the important role of maqasid syar'iyah for maintaining the welfare of society and developing of a country, in this context for developing the Malaysian economy, in line with the vision 2020, Malaysia on par with developed countriesFigures (2)Graph 1. Four Main Foundation Malaysia National Transformation Graph 2. 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Economy on Al-Qur'an and As-Sunnah Perspective. Pulau Pinang: USM.Zaharuddin, A.R. 2009. Wang, Aida & Islam. Haial dan Haram dalam Kewangan dan Perbankan. Petaling Jaya: True Wealth. © LightHouse Independent Media. All rights reserved. Marketing interactive is not responsible for the content of external sites. Scroll Down for AnswersIf you scroll down then you will get the answers of What are the six principles of inclusive marketing? Trailhead Salesforce AnswersAs people, our tendency is to feel cautious when blamed for accomplishing something incorrectly. We regularly hear individuals say, "I didn't imply that to be misogynist, however..." or "I'm not bigot, but rather..." for example. Notwithstanding, when we think about the effect of our activities, as opposed to zeroing in on our own goal, that is the point at which we can push ahead and make better, more comprehensive substance that reverberates with all. Simultaneously, recall that we are largely learning together and we as a whole have and will keep on committing errors. In any case, we can focus on being open, tuning in with compassion, proceeding with our schooling, and driving advancement forward. What are the six standards of comprehensive promoting?With any Equality-related subject, it's critical to recall that these issues aren't obvious and they require bold, bona fide discussions to arrive at the most ideal choice. In our Inclusive Leadership Practices module we examined the mainstays of having these discussions as tuning in with sympathy, making a culture of straightforwardness, empowering solid talk, and underscoring responsibility and pardoning.If you are an organization chief, establishing a climate where these troublesome discussions can exist in a solid, useful, and useful way is vital to beginning this excursion to comprehensive advertising.The six principles of inclusive marketing are:Chart showing the six principles of inclusive marketing which are listed below.Start with ToneBe Intentional with LanguageEnsure RepresentationConsider Context (historical and order)Avoid AppropriationCounter-Stereotypeln the next two units, we deep dive into what each of these principles means, give examples of times companies misstepped and provide ways to put these into practices in your own marketing.1) Start with the tone; be intentional with the language; ensure representation; consider the context; avoid appropriation; and promote counter-stereotype.1) Start with the tone; be intentional with the language; be mindful of the context; don't appropriate elements of a minority culture for financial gain; ensure representation; and select high-res images.1) Start with the tone; think of all the touchpoints in your ad campaign; be intentional with the language you use; ensure representation; avoid cultural appropriation, and garner a generous marketing budget to guarantee success.1V) Avoid cultural appropriation; elevate authentic voices; be aware of nuances; seek input from a diverse panel; don't trust anonymous feedback; and incorporate a fun, playful tone in your marketing message.Click here for AnswersThis Article is written with the help of Trailhead SalesforceFor More Click Here Share article Today we are proud to announce our new Equality Trailhead module, Inclusive Marketing Principles. At Salesforce, we are committed to driving Equality in our workplaces and communities and leading with our values in everything we do. In that spirit, we set out to empower those on the front lines of our brand — our marketers — with the tools they need to reflect and elevate the diverse communities we serve. We spent months researching; collaborating with designers, content creators, and events leads; and convening focus groups to codify what has now become our 6 Principles of Inclusive Marketing. Today, we are publishing these principles on Trailhead, our free online self-learning platform, to share our practices with our greater community. We recognize that we don't have all the answers and are committed to learning and evolving together. Here's a quick overview of the new learning module: What is Inclusive Marketing? We define inclusive marketing as creating content that truly reflects the diverse communities that our companies serve. It means that we are elevating diverse voices and role models, decreasing cultural bias, and leading positive social change through thoughtful and respectful content. We believe that our responsibility as marketers is to relay our brands' messaging in a way that resonates with people from all backgrounds, regardless of race, ethnicity, gender identity, age, religion, ability, sexual orientation, or otherwise. Beyond diversity, truly inclusive marketing can elevate the stories and voices of people that have been typically marginalized or underrepresented, deepen connections with customers, and even influence positive social change. Why is Inclusive Marketing so important? As our societies become more diverse and interconnected, it's more important than ever that companies are thoughtful about the messages, images, voices, and values that represent their brands — as well as their greater social impact. According to Salesforce's new research, 90% of consumers believe that businesses have a responsibility to look beyond profit and improve the state of the world. Synchronously, Nielsen reports that "with 43% of the 75 million Millennials in the U.S. identifying as African American, Hispanic, or Asian, if a brand doesn't have a multicultural strategy, it doesn't have a growth strategy." An Overview of the 6 Inclusive Marketing Principles: We've distilled our journey to creating inclusive marketing content into 6 key principles. As we discuss them, we remember to keep in mind "intention vs. impact". This is the idea that most of the time we all have positive intent, but it's the impact of our actions and content that we — and our businesses — are held accountable for. In this module, we will deep dive into what each of these mean, real-life examples of the principles in action, and ways that company leaders and marketers can lead to ensure inclusive marketing at every step. Below are short summaries of each principle, learn more in our module. 1. Start with tone Tone is the style, characteristic, or sentiment of a piece of content. Often when people are offended or turned off by a piece but can't quite put their finger on why, tone is at the center. We suggest considering the intended subject, topic, message, and overall impact of a piece in the planning stages to help reach the right and respectful tone. 2. Be intentional with language Language includes the words, phrases, symbols, or metaphors used to describe something. There is immense power in language — it can deepen understanding and strengthen relationships, or it can confuse or even cause harm. For these reasons, it's an important practice to carefully consider every word, symbol, or phrase — not just what the words say, but also how and where they are placed. 3. Ensure representation Representation is the visible presence of a variety of identities in a story, image, video, and more. There is immense power in representation. People want to see themselves reflected in media — it helps us to all feel empowered, inspired and heard. Before publishing an advertisement or hosting a panel, for example, ask — does this reflect society? Am I elevating diverse voices? We know that there is luminary, diverse talent all around us. It is up to us to make sure we are connecting them to our platforms and giving opportunities to all. 4. Consider context Context can be defined as the circumstances that inform an event or piece of content. This could mean the historical or cultural influences and also extends to the order and hierarchy of the subjects. Many of us can think of ads in the past few years that incited controversy for seemingly missing important cultural context, often related to gender or racial equality. Though, extremely nuanced, one example of order and hierarchy that many of us as marketers are familiar with appears in stock photography. When you search "manager and employee" often see a male employee standing over a woman colleague, implying certain power dynamics. At Salesforce, our content teams raised this issue to us and we worked to develop our own photography and revise our stock repository to ensure that our photos are not only diverse but that they are considering order and hierarchy while showing our subjects in the best light. 5. Avoid appropriation Appropriation is often defined as taking or using an aspect from a minority culture without knowing or honoring the meaning behind it. Drawing from people's cultures, traditions, and personal experiences can be both subjective and sensitive. We can all lead with cultural respect and awareness by being mindful of nuance and historical context, honoring and learning the culture, seeking guidance and diverse opinions, evaluating intent and impact, and elevating authentic voices. 6. Counter-stereotype Counter-stereotype is a phrase that means going against a standardized image that represents an oversimplified opinion, prejudiced attitude, or uncritical judgment. Many of us have seen ads that play into harmful stereotypes, but imagine a world where the marketing images around us shattered these stereotypes rather than emboldened them. This is where we as marketers have the power to change the society around us. We could start reimagining . . . what a CEO looks like. . . what an athlete looks like. . . what love looks like: Adopt an inclusive review process And finally, we want to help empower marketing teams across the globe with an inclusive review process to help catch any concerns or improve marketing before it goes out the door. Our steps include: putting on our equality glasses by looking at everything through the lens of the principle, having a diverse review panel, seeking input when in doubt, creating space for inclusive and anonymous feedback and prioritizing accessibility. As we know that to truly lead with Equality in everything that we do means adopting inclusive practices across the business and that they are all interconnected. It's important that we strive to create workplaces that reflect society in order to have diverse content creators and review panels. It is equally important to incorporate to create workplaces where everyone feels safe, valued, heard, and empowered to succeed as well as speak up. Learn more about how Salesforce approaches this in our Inclusive Leadership Principles. Blaze your trail Today we all have the power to lead with inclusive marketing to deepen connections with our customers, elevate the diverse voices and stories all around us, and positively influence society. We recognize this is only the beginning but that these steps can help us make progress on a greater path. Let's start together, today. Take the trail: sfdc.co/inclusivemarketing. Learn more about our path toward equality for all at Salesforce.com/Equality. Share article Marketing paradigm Marketing Management Key concepts Account-based marketing · Activation · Annoyance factor · Attribution · Distribution · Brand licensing · Brand management · Cannibalization · Co-creation · Communications · Consumer behaviour · Consumer culture · Digital marketing · Dominance · Effectiveness · Ethics · Horizontal integration · Influencer marketing · Mix · Pricing · Product marketing · Promotion · Retail · Segmentation · Service · Social marketing · Strategy · Vertical integration Promotional content Advertising · Ambush marketing · Branding · Corporate anniversary · Direct marketing · Franchising · Gender in advertising · Label · Loyalty marketing · Mobile marketing · On-hold messaging · Personal selling · Premiums · Prizes · Product placement · Propaganda · Publicity · Sales promotion · Sex in advertising · Underwriting spot Promotional media Behavioral targeting · Brand ambassador · Counter display unit · Display advertising · Display stand · Drip marketing · Endcap · Gondola · In-game advertising · Mobile advertising · Native advertising · New media · Online advertising · Out-of-home advertising · Point of sale · Product demonstration · Promotional merchandise (merchandising) · Promotional representative · Visual merchandising · Web banner · Word-of-mouth Research Market research · Marketing research · Mystery shopping · Consumer research vte Diversity marketing, also known as inclusive marketing, inclusion marketing, and in-culture marketing, is a marketing paradigm which sees marketing (and especially marketing communications) as a way to connect with the different individuals in the market. "Diversity marketing involves acknowledging that marketing and advertising must offer alternative ways of communicating to these diverse groups. With that knowledge, diversity marketers aim to develop a mix of different communication methods, to reach people in each of the diverse groups present in the market." [1] Thus, diversity marketing is the process in which companies study the market they are in or about to enter by different means (e.g. surveys, focus groups or in some cases telecommunication). Diversity marketing is helping business owners and operators at all levels to connect with society through communication channels that best reach them, this creates exposure for the company which creates brand awareness. Diversity marketing realizes the markets vast differences and the market/consumers have different tastes may it be values, beliefs, interaction type and lifestyle choices. Such vast differences are then lacked by customized marketing strategies[2] "From a Marketing management perspective, culturally diverse environments, creates new challenges in recognizing and reconciling different culture groups' perspectives within the same market." [3] Rainbow capitalism Dahl, S. Diversity Marketing. Thomson, 2002 Dahl, S.(2004) Cross-Cultural Advertising Research: What Do We Know About the Influence of Culture on Advertising? London, England. TransCity Archived 2016-01-13 at the Wayback Machine, European online platform on diversity marketing " Diversity Marketing". Marketing Schools. 2012. Retrieved 2 April 2020. ^ Gilly, Penaloza, Mary C, Lisa N. Responding to Diversity. {{cite book}}: CS1 maint: multiple names: authors list (link) ^ Rao, C (2012). Marketing and Multicultural Diversity. p. 1. Retrieved from "

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