

Text types: examples

Consumer perceptions and preferences should be the basis for marketing and consumer policy. Vacations as a "product" are partly "given" and partly man-made. A recommended approach is to study the behavior of tourists: decision-making, vacation activities, and/or complaining behavior. Consumer research develops in the following stages: searching for the relevant behavior, finding the basic dimensions, segmenting tourists, describing segments, and validating findings.

Keywords:

consumer analysis, preference, perception, product, vacation.

Saving one of Italy's oldest cities from crumbling away

Many of the historic buildings in the Italian city of Naples have fallen into a crumbling state of disrepair. Millions of euros have been promised for renovations but is this enough to restore the heart of the city and make the most of its past?

What you noticed first, was the human skull. Shining white in the sun, it sat on two crossed bones. It wasn't real. It was carved out of stone.

But still, it wasn't what you'd expect to find on the front of a church.

And what a building it was. Its facade was brick red but running up the centre was a thick green stain.

A slimy-looking fungus was feeding off some leaking pipe buried in the bricks. Along the roof, vegetation flourished - thick clumps of grass, nodding against the blue of the sky. And the air of neglect and decay was accentuated by a pile of rubble. Perhaps something high on the facade had come plunging down - shattering on the cobblestones.

Why the French state has a team of UFO hunters

Thousands of UFO sightings are reported every year but not many countries are willing to spend money investigating them - there is just one dedicated state-run team left in Europe. Is France onto something?

You don't need a time machine when you visit the French Space Centre headquarters in Toulouse - it's already a throwback to the 1970s. Green lawns sweep on to wide boulevards with stout long rectangular office blocks on either side.

It's almost Soviet-style in the heart of southern France. There are few signs of life even though 1,500 people, most of them civil servants, work in boxy offices along narrow unappealing corridors.

France has the biggest space agency in Europe - the result of the 1960s space race and President Charles de Gaulle's grand determination to keep France independent of the US by building its own satellites, rocket launchers and providing elite space research.

An offshoot of all that - France is the only country in Europe to maintain a full-time state-run UFO (unidentified flying

objects) department. There used to be one in the UK and another in Denmark but they closed down years ago due to budget cuts.

France's UFO unit consists of four staff, and about a dozen volunteers who get their expenses paid to go on site and look into reports of strange sightings in the skies.

The team is called Geipan. That's a French acronym for Study Group and Information on Non-Identified Aerospace Phenomenon.

Financial system stability requires that the principal components of the system – including financial institutions, markets and infrastructures – are jointly capable of absorbing adverse disturbances. It also requires that the financial system facilitates a smooth and efficient reallocation of financial resources from savers to investors, that financial risk is assessed and priced accurately, and that risks are efficiently managed. By laying foundations for future vulnerabilities, inefficiencies in the reallocation of capital or shortcomings in the pricing of risk can compromise future financial system stability. This review assesses the stability of the euro area financial system both with regard to the role it plays in facilitating economic processes and considering its ability to prevent adverse

shocks from having inordinately disruptive impacts.

Within the financial system, pockets of fragility may still exist in the banking sectors of some euro area countries where profitability has remained frail, as well as in the life insurance sector. However, the main source of vulnerability appears to be associated with concerns that an underestimation of risk may have pushed asset prices beyond their intrinsic value, especially in fixed income markets.

While the conditions in global financial markets have remained benign, if history is any guide, a reappraisal of risk – involving adverse market dynamics in the euro area as well – cannot be excluded in the coming period.

In the field of securities clearing and settlement, the market trend towards consolidation and the search of central counterparties (CCPs) for new business opportunities as identified in the December 2004 FSR continued. Moreover, internationally coordinated initiatives of overseers and regulators have resulted in new sets of standards and recommendations for entities involved in clearing and settlement.

ARTICLE I. PURPOSE:

Intent to Define Property Rights

It is the desire of the Parties that conflicts regarding financial matters be minimized in the planned marriage, and this agreement is intended to prevent such conflicts. The Parties desire to make reasonable and sufficient provisions for each other, all of which are set forth herein, in release of and in full satisfaction of all rights which, after the solemnization of the marriage, they might or could, by reason such marriage, have in the property which each now owns or may hereafter acquire, and the liabilities each of the Parties may now owe or hereafter incur. The Parties desire to fix and determine by this agreement the rights and claims that will accrue to each of them in the estate and property of the other by reason of the marriage, and to accept the provisions of this agreement in lieu of and in full discharge, settlement, and satisfaction of all such rights and claims.

My fellow citizens:

I stand here today humbled by the task before us, grateful for the trust you have bestowed, mindful of the sacrifices borne by our ancestors. I thank President Bush for his service to our nation, as well as the generosity and cooperation he has shown throughout this transition.

Forty-four Americans have now taken the presidential oath. The words have been spoken during rising tides of prosperity and the still waters of peace. Yet, every so often the oath is taken amidst gathering clouds and raging storms. At these moments, America has carried on not simply because of the skill or vision of those in high office, but because We the People have remained faithful to the ideals of our forbearers, and true to our founding documents.

The screenshot shows the homepage of 'the mediation room'. The header is dark blue with the logo on the left, a sign-up form in the center, and a search bar on the right. The main content area has a blue background with a navigation menu, a quote, a 'Welcome' section with text, a call-to-action box, and an image of hands typing on a keyboard. The footer is green.

the mediation room

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" See you out of Court "

Welcome to The Mediation Room, leaders in the application of technology to dispute resolution.

We enable disputes to be resolved at less cost, in less time and with less damage to underlying relationships than by litigation.

Our pioneering software is used by courts, government bodies, leading companies, business associations, law and business schools and mediation companies worldwide.

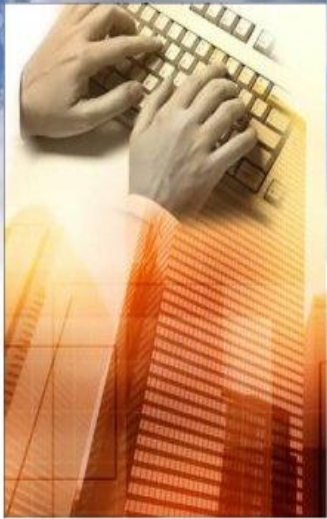
Here you will learn about mediation, and other alternative ways to resolve disputes, whether such are with suppliers, customers, employees, business partners, co-directors, regulatory and public bodies or the public at large.

"Quick! I need to stop legal costs and stress and sort out my dispute NOW!"

Click to mediate before you litigate.

We can arrange for a mediator or arbitrator to discuss your own case and set up tailored systems for organisations handling disputes.

Our services can be applied in-person, or partly/wholly online using our own bespoke software.



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Welcome to Electronic Consumer Dispute Resolution

ECODIR stands for "Electronic Consumer Dispute Resolution"

ECODIR helps consumers and businesses prevent or resolve their complaints and disputes online using a quick, efficient and affordable service. The service is *free* to both consumers and businesses.

ECODIR benefits consumers by providing them with an effective means of solving their complaints online. ECODIR uses a structured process of negotiation and (if required) mediation - all in a private and secure online environment. The system is easy to use, no matter where the parties are located.

ECODIR benefits businesses too, because consumer complaints and claims are presented to them in a packaged format - allowing them to manage customer relations more efficiently. And customers prefer to deal with businesses that have effective complaint and dispute management procedures.

Take a look in these pages at ECODIR's Online Dispute Resolution Process and Policies to learn more about how ECODIR can be of benefit to you.

[Online Dispute Resolution Process](#) | [Policies](#) | [About us](#)

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Top: the Aguglia, a rock pinnacle above Cala Goloritze, popular with rock climbers; above: the idyllic setting of As Piscinas



MUSIC

Sardinian music appears archaic and elaborate at the same time; strange harmonies of voices and changes in tempo are typical. Its floating approach and dying away and different kind of tonality appear very alien to our ears.

Some songs are accompanied by *launeddas*, a woodwind instrument with three pipes. A lamenting recitative underlined by the sound of *launeddas*, with its mixture of droning, humming and rattling sounds appears very strange to us. The instrument must have been in use thousands of years ago on Sardinia, as it is depicted on a Nuragic bronze statuette. Learning to play the *launeddas* requires hard training, in which breathing technique is essential: the player breathes through the nose and uses the mouth as an air reservoir in order to create a constant air stream. The *launeddas* make intonation in several voices possible, although this was not yet known in classical antiquity. The large bass pipe (*su tumbu*) serves as an organ point, whereas the two other smaller pipes (*sa mankosa* and *sa mankoseddau*) supply a melodic accompaniment above the bass tone. The greatest challenge of a *launeddas* player is to fill a simple repertoire of melodic phrases (*sas nodas*) with his own variations.

Walk 9: Circuit from San Pietro di Golgo via Cala Goloritze 85

Turn your back to the entrance gate of the enclosure and go straight back in the direction from where you came by car. After about 100m/yds, go through the GATE in the stone wall and turn left. Turn right at the next fork, ignoring the signposted left turn to Cala Sisine, and follow the wide dirt road. Leave it after less than 200m/yds, where tracks fork off on both sides, and turn left. Goats and half-wild pigs roam around freely here. The countryside is dotted with pear trees which produce delicate white blossoms early in April.

Less than ten minutes later you reach a fork. Ignore the track rising to the right for the moment (you will be taking it later) and keep left on the level track for about 50m/yds, to reach the gaping cavity of **Su Sterru** (also called Voragine di Golgo; **15min**). For safety reasons, this 300m/yds deep abyss is fenced in. Do *not* climb over the perimeter fence — there is sheer drop down into the abyss, concealed by bushes! (The cross here testifies to a fatal accident.)

Return to the fork, now turning left uphill. Soon you meet a T-junction and turn left. Almost immediately you pass a STONE PEN on the left. Hidden between dark basalt rocks, small pools (**As Piscinas**) can be seen between the trees and bushes on the left — an idyllic spot in spring. Reach a wide track junction in an open area and follow the track to the left. Stay ahead on this main track past several turns on the right, but bear right when you reach a Y-fork. After about 100m/yds the track leads to a small open space covered with gravel and used as a CAR PARK (**30min**). Follow the track through this space to the far end, but leave it after about 25m/yds, on a bend to the right (by a boulder with the inscription 'GOLORITZE'): climb the clear path here that begins to thread through the *macchia*.

After 20 minutes of climbing you cross the ridge of **Annidai** (**50min**). The path continues to wind more or less at an even contour through the *macchia*. Among the many plants are *Phillyrea*, mastic trees, strawberry trees and rock-roses (*Cistus monspeliensis*). Soon rocks come into sight on the right, with a SHEPHERDS' SHELTER built into the side of them (**1h**). The path gradually begins to descend and you get a first glimpse of the sea. A sheer rock face flanks the left-hand side of the **Bacu Goloritze** ravine as you walk down. Pass another SHEPHERDS' SHELTER built into a rock. Ancient holm oaks of imposing size dot the landscape, specimens that were spared by the charcoal burners in the 19th century.

An old and crumbling stone-laid charcoal burners' trail joins from the right. Follow it as it winds down into the ravine. Further down the **Aguglia** comes into sight. Rising

Prehistoric Sardinia

ALTHOUGH SOME stone tools found at Perfugas show that Sardinia was inhabited from the Paleolithic period (150,000 years ago), it was only around 9000 BC that the island began to be settled by populations from Asia Minor, the African coasts, the Iberian peninsula and Liguria. The fertile, mineral-rich land and the obsidian mines at Monte Arci were a major factor in the island's prosperity. By around 3000 BC the Sardinians had grouped into tribes. They lived in villages with thatched-roof huts and buried their dead in rock-cut tombs called *domus de janas* (house of fairies). By about 1800 BC this rural society had evolved into the warrior nuragic civilization, who built thousands of circular stone towers (*nuraghi*) across the island. Many of these remarkable prehistoric constructions are still visible.

Bronze figure from Teti-Abini



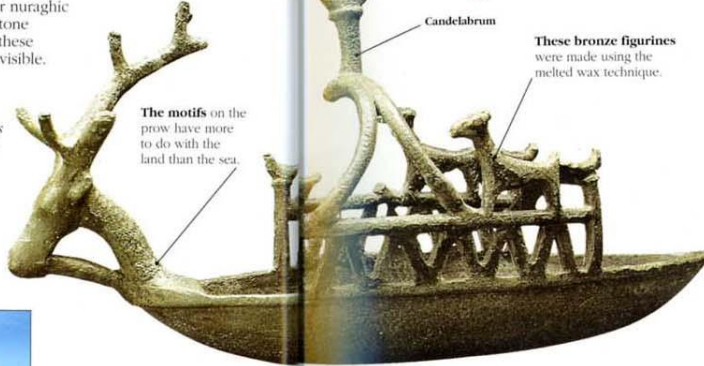
Earthenware
These jugs and vases were everyday objects used to store water and grain.



Monte d'Accoddi ruins
These traces reveal the ruins of a tiered, terraced construction, probably a temple, dating from the 3rd millennium BC. It looked remarkably similar to the famous ziggurat temples of Mesopotamia and the Aztec pyramids.



Necklace with Tusk
This ornament was found in a tomb dating from 2000–1800 BC, the bell-shaped pottery era.



The motifs on the prow have more to do with the land than the sea.

Candelabrum

These bronze figurines were made using the melted wax technique.

Bronze Artifacts from Abini

These spears were part of a hoard of 100 kg (220 lb) of objects hidden in large clay vessels, perhaps to conceal them from the Roman invaders.



WHERE TO SEE PREHISTORIC SARDINIA

Pre-nuragic ruins include a ziggurat at Monte d'Accoddi and rock-cut tombs (*domus de janas*) at Pranu Muteddu (Goni). Nuragic villages survive at Su Nuraxi (see pp64–5), Serra Orrios (see pp84–5), Tiscali (see pp104–5) and Abini. Burial chambers, or "Tombs of Giants", can be seen at places such as Sa Ena 'e Thomes, and holy wells can be visited at Santa Cristina (Paulilatino) and Santa Vittoria (Seri).



The nuragic village of Serra Orrios is one of the best preserved in Sardinia. It consisted of about 70 dwellings (see p84).



The Montessu necropolis houses domus de janas of the Ozieri pre-nuragic era.

EX VOTO WITH DEER MOTIF

This ex voto lamp in the shape of a ship was one of 70 or so found at Is Argiolas near Bultei. It dates from the 8th–7th centuries BC, and is now in the Museo Archeologico Nazionale in Cagliari. In the nuragic age, Sardinians had a love-hate relationship with the sea, which ended with the arrival of the Carthaginians, Romans and later conquerors, who forced the local inhabitants to live in the interior.

TIMELINE

6000 BC Sardinian peoples make tools and weapons from the obsidian found at Monte Arci



Obsidian arrowhead



A typical example of domus de janas

6000 BC



Boat tusk, an ornament from the early Neolithic period

4000–3000 BC The age of the Bonu Ighinu culture – small communities living by raising sheep and goats. Distinctive, high-quality grey pottery with incised decoration is produced

4000 BC

3000 BC Era of Ozieri or San Michele culture. Villages are established throughout the island and the dead are buried in the *domus de janas*



Replica of the goddess Mater Mediterranea of Senorbì

1800 BC Rise of nuragic civilization, characterized by truncated cone-shaped buildings erected at the edges of upland plateaus

1000 BC Phoenician ships meet along coast



Dolmen at Luras

3000 BC

2000 BC

2000–1800 BC Civilization known for its bell-shaped pottery. Rectangular or round dwellings constructed

1500 BC The first simple forms of nuraghe appear



The Santa Barbara nuraghe at Macomer

Emotive

Toulos Restaurant, adjacent to Capitol Hill, boasts a politically incorrect menu of baby veal and horse carpaccio, making it an ironic hotspot for the quintessential Washingtonian power breakfast. This morning Toulos was busy – a cacophony of clanking silverware, espresso machines, and cellphone conversations.

The maitre d' was sneaking a sip of his morning Bloody Mary when the woman entered. He turned with a practiced smile.

“Good morning,” he said. “May I help you?”

The woman was attractive, in her mid-thirties, wearing gray, pleated flannel pants, conservative flats, and an ivory Laura Ashley blouse. Her posture was straight – chin raised ever so slightly – not arrogant, just strong. The woman's hair was light brown and fashioned in Washington's most popular style – the “anchorwoman” – a lust feathering, curled under at the shoulders ...long enough to be sexy, but short enough to remind you she was probably smarter than you.

Il ristorante Toulos, vicino a Capitol Hill, vanta un menu politicamente scorretto di vitello da latte e carpaccio di cavallo, che ironicamente lo rende un posto di grande richiamo per la quintessenza del potere di Washington. Quel mattino era molto affollato: una cacofonia di acciottolio di

posate, sbuffi della macchina per l'espresso e conversazioni al cellulare.

Il maitre stava bevendo furtivamente un sorso del consueto Bloody Mary del mattino quando entrò la donna.

Si voltò con un sorriso per il quale si era esercitato degli anni. “Buongiorno, posso esserle utile?”

La donna era attraente, sui trentacinque anni, pantaloni grigi di flanella dalla piega perfetta, mocassini classici, camicetta avorio di Laura Ashley , postura eretta – mento lievemente sollevato -, non arrogante ma semplicemente determinata. Capelli castano chiaro acconciati nello stile più in voga di Washington – quello della “anchorwoman”, un morbido caschetto a sfiorare le spalle – abbastanza lunghi da essere sexy, ma sufficientemente corti da lasciare intendere che forse aveva più cervello di te.

The world's human population passed the threshold of five billion people in the second half of the 1980's, having doubled since 1950. It is now increasing by about eight million people each year, so that by the year 2000 it is likely to be over six billion. Such increases in population are unprecedented in history, but the great wave of concern about population growth in the 1960's has now become reduced, or replaced by other problems, even though the forecasts made at the time have turned out to be surprisingly accurate at a global level.

Referential

Nella seconda metà degli anni '80, la popolazione mondiale ha varcato la soglia dei 5 miliardi di individui, raddoppiando così rispetto al 1950; e poiché attualmente aumenta al ritmo di 80 milioni di persone all'anno, è probabile che nel 2000 raggiunga la quota di 6 miliardi. Una simile crescita demografica non ha precedenti nella storia, ma la grande preoccupazione che essa destava durante gli anni '60 si è oggi attenuata, o è stata sostituita da altri problemi, benché le previsioni fatte allora si siano rivelate sorprendentemente precise su scala mondiale.

Conative/Vocative

Read the instructions carefully

Leggere attentamente le istruzioni

Keep away from children's reach

Tenere lontano dalla portata dei bambini

Clinical research should be conducted only by scientifically qualified persons and under the supervision of a qualified medical man.

La ricerca clinica deve essere condotta solo da personale scientificamente qualificato e sotto la supervisione di un medico qualificato.