

1. Record Nr.	UNICAMPANIASUN0061438
Autore	Biyikoglu, Turker
Titolo	Laplacian eigenvectors of graphs : Perron-Frobenius and Faber-Krahn type theorems / Turker Biyikoglu, Josef Leydold, Peter F. Stadler
Pubbl/distr/stampa	VIII, 115 p. ; 24 cm
ISBN	978-35-407-3509-0
Edizione	[Berlin : Springer]
Descrizione fisica	Pubblicazione disponibile anche in formato elettronico.
Altri autori (Persone)	Leydold, Josef Stadler, Peter F.
Soggetti	05C50 - Graphs and linear algebra (matrices, eigenvalues, etc.) [MSC 2020] 05C05 - Trees [MSC 2020] 05C75 - Structural characterization of families of graphs [MSC 2020] 05C35 - Extremal problems in graph theory [MSC 2020] 15A18 - Eigenvalues, singular values, and eigenvectors [MSC 2020] 05C22 - Signed and weighted graphs [MSC 2020]
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia

2. Record Nr.	UNINA9910452435903321
Autore	Herrick Dennis F
Titolo	Media management in the age of giants [[electronic resource] ] : business dynamics of journalism / / Dennis F. Herrick
Pubbl/distr/stampa	Albuquerque, : University of New Mexico Press, 2012
ISBN	1-280-79259-0 9786613702982 0-8263-5164-6
Edizione	[2nd ed.]
Descrizione fisica	1 online resource (415 p.)
Disciplina	070.4/068
Soggetti	Journalism - Management Journalism - Economic aspects Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	<p>""Front Cover""; ""Title Page""; ""Copyright""; ""Contents"";      ""Introduction""; ""An Opening Thought""; ""1: An Overview of Today's Media Industry""; ""A historical perspective on the media"";      ""Corporatization of the media""; ""Cross-ownership""; ""Media consolidation""; ""Public (stockholder) ownership of media"";      ""Institutional investors and financial firms""; ""Reorganizing to build profits""; ""Conglomerates aren't all bad. Are they?""; ""Yes, the mighty can fall or at least stumble""; ""Fragmentation of media markets""; ""Preparing for a new media world""      ""Definitions of common business terms""; ""Suggested websites""; ""2: Preparing Yourself for Management""; ""First, get the right job""; ""Or, create your own job""; ""Getting discovered and climbing to the top"";      ""Your first management position""; ""Surviving in the cross fire"";      ""Managing yourself handling time""; ""Not just anyone can be a manager""; ""Journalists becoming managers""; ""The indispensable management resource""; ""The quick way to the top""; ""CASE STUDY: Learning to think like a manager""; ""CASE STUDY: Entrepreneurship or a management career?""; ""Suggested websites""      ""3: Motivation and the Workforce""; ""Unionism in mainstream media</p>

companies"; ""Labor issues in the new economy""; ""Layoffs in hard times""; ""When you must fire or lay off someone""; ""Approaches to managing employees""; ""Scientific (or classical) management""; ""Humanistic (or behaviorist) management""; ""Theories of management""; ""Theory X""; ""Theory Y""; ""Theory Z""; ""Maslowa€?s hierarchy of needs""; ""Management by objectives (MBO) and total quality management (TQM)""; ""Equity theory""; ""CASE STUDY: Who will get the pay raises?""  
""CASE STUDY: How do you motivate a staff with low morale?""  
Suggested websites"; ""4: Qualities of Leadership and Management""; ""The sources of power""; ""Leadership practices""; ""New leadership""; ""Credibility of leadership""; ""Future-oriented leadership""; ""Risk-taking leadership""; ""Empowering leadership""; ""Motivational leadership""; ""Characteristics of leaders""; ""Management of attention""; ""Management of meaning""; ""Management of trust""; ""Management of self""; ""Everyone and every business makes mistakes""; ""The immeasurable value of optimism""  
""Keep your sense of humor""""Pointers on being an effective leader""; ""The MBAs arrive, with humorous reactions""; ""Being an effective manager of others""; ""A skilled manager controls the use of his or her time""; ""A skilled manager is adept at planning and goal setting""; ""A skilled manager is a confident decision maker""; ""A skilled manager works well with others""; ""A skilled manager is customer oriented""; ""Jerks and vampires dona€?t see themselves in the mirror""; ""CASE STUDY: How do you manage freelancers if you hardly ever see them?""  
""CASE STUDY: Recruiting and retaining volunteer staff""

---