

1. Record Nr.	UNINA9910151653703321
Autore	Lopata Andy
Titolo	Recommended : how to sell through networking and referrals / / Andy Lopata
Pubbl/distr/stampa	Harlow, England : , : Financial Times : , : Prentice Hall, , [2011] ©2011
ISBN	0-273-75846-2 1-283-33410-0 9786613334107 0-273-75845-4
Edizione	[1st edition]
Descrizione fisica	1 online resource (xxii, 278 p.) : ill
Disciplina	658.872
Soggetti	Word-of-mouth advertising Business referrals Business networks Marketing
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Formerly CIP.
Nota di bibliografia	Includes bibliographical references (pages 267-270) and index.
Nota di contenuto	Acknowledgements Preface Introduction Part One - Why you need to get recommended Chapter One What is a referral? Chapter Two The role of networking Chapter Three - Current approaches don't work Chapter Four You can't just throw mud at a wall Part Two The foundation of the ultimate referrals strategy Chapter Five The role of trust in a referrals strategy Chapter Six Do people understand how to refer you? Chapter Seven Who has the best opportunity to refer you? Part Three How your network can help you generate referrals Chapter Eight- The six degrees of separation and how they influence your referrals strategy Chapter Nine Where will your referrals come from? Chapter Ten Referrals within an organisation Chapter Eleven How to select the right networks for you Part Four How to get your network to refer you Chapter Twelve Inspiring people to refer you Chapter Thirteen When to ask for referrals Chapter Fourteen Referring others with confidence Part Five Tools you can use Chapter Fifteen LinkedIn as a referral tool Chapter Sixteen The Referral Book Chapter Seventeen -

Results you can rely on In a nutshell: Ten steps to an effective referrals strategy Further resources Index

Sommario/riassunto

Referrals and recommendations are the most effective drivers of new business. This book will show you how to make your business thrive by generating referrals and sales from your own networks cheaply, effectively and quickly.

2. Record Nr.

UNICASRML0235787

Autore

Recchia, Laura

Titolo

I laboratori di prova accreditati EN45001 : stato dell'arte in Italia e valutazioni di carattere ambientale / Giancarlo Fonseca ; Laura Recchia

Pubbl/distr/stampa

Cassino, : Sambucci, 1997

Descrizione fisica

22 p. : graf. ; 21 cm

Lingua di pubblicazione

Italiano

Formato

Materiale a stampa

Livello bibliografico

Monografia

3. Record Nr.	UNINA9910810203203321
Autore	Rao C. Krishna Mohan
Titolo	Literacy in action : challenges in the adult education system in India / / C. Krishna Mohan Rao
Pubbl/distr/stampa	Los Angeles, California : , : SAGE, , [2019] ©2019
ISBN	93-5328-309-4 93-5328-310-8
Descrizione fisica	1 online resource (257 pages)
Disciplina	374.0124
Soggetti	Adult education - India Literacy programs - India Education - Social aspects - India
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Overview of adult literacy programmes in India -- Concept of literacy -- Literacy and development -- Curriculum and pedagogy -- Motivation and mobilization -- Post-literacy and continuing education -- Monitoring and evaluation -- Delivery mechanisms -- Funding for literacy.