

1. Record Nr.	UNICASRML0293820
Autore	Lioui, Abraham
Titolo	Dynamic asset allocation with forwards and futures / Abraham Lioui, Patrice Poncet
Pubbl/distr/stampa	New York [etc.], : Springer, c2005
ISBN	0387241078
Descrizione fisica	XVII, 263 p. ; 24 cm.
Altri autori (Persone)	Poncet, Patrice
Disciplina	332.64524
Soggetti	Finanza Investimenti
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia

2. Record Nr.	UNINA9910961677503321
Autore	Garfield Steve
Titolo	Get seen : online video secrets to building your business // Steve Garfield
Pubbl/distr/stampa	Hoboken, NJ, : John Wiley & Sons, 2010
ISBN	9786612483028 9780470606421 0470606428 9781282483026 1282483021 9780470606391 0470606398
Edizione	[1st ed.]
Descrizione fisica	1 online resource (350 p.)
Collana	New Rules Social Media Series
Disciplina	658.800284 659.2028567876
Soggetti	Blogs Digital video Webcasting Internet videos Online social networks - Economic aspects
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Get Seen: Online Video Secrets to Building Your Business; Contents; Foreword; Introduction; Creating; Sharing; Interviews; Acknowledgments; About the Author; Index
Sommario/riassunto	The era of online video has arrived-now make it work for your business In the last year, the world of online video exploded. Hollywood got into the game, professional actors and writers joined in, and independent producers looked to find their niche. Now, companies are wide awake to the opportunities for product and brand promotion as well as customer engagement. So how do you want to fit into the new online video universe? The must-have guide, Get Seen by Steve Garfield, the ""Paul Revere of video blogging,"" offers a quick and complete toolkit to

get you up to speed on the

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