

1.	Record Nr.	UNICASRML0428295
	Autore	Kim, Gene
	Titolo	The phoenix project : a novel about IT, DevOps, and helping your business win / Gene Kim, Kevin Behr, George Spafford
	Pubbl/distr/stampa	Portland, : IT Revolution press, c2014
	ISBN	9780988262508
	Descrizione fisica	382 p. ; 23 cm.
	Altri autori (Persone)	Behr, Kevin Spafford, George
	Lingua di pubblicazione	Inglese
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
2.	Record Nr.	UNIORUON00341734
	Autore	BALBERT, Peter
	Titolo	D.H. Lawrence and the phallic imagination : essays on sexual identity and feminist misreading / Peter Balbert
	Pubbl/distr/stampa	Basingstoke, : Macmillan, 1989
	ISBN	03-334-3964-3
	Descrizione fisica	xi, 190 p. ; 23 cm.
	Disciplina	823.0109
	Soggetti	LAWRENCE DAVID HERBERT
	Lingua di pubblicazione	Inglese
	Formato	Materiale a stampa
	Livello bibliografico	Monografia

3. Record Nr.	UNINA9910139490203321
Autore	Arnold Chris
Titolo	Ethical marketing and the new consumer // Chris Arnold
Pubbl/distr/stampa	Chichester, U.K., : Wiley, 2009
ISBN	9780470682777 0470682779 9780470685464 0470685468 9781119206514 1119206510 9781282483101 1282483102 9786612483103 6612483105
Edizione	[1st ed.]
Descrizione fisica	1 online resource (xv, 272 pages) : illustrations
Disciplina	658.8
Soggetti	Marketing - Moral and ethical aspects New Age consumers
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	The power of brand ethos -- Ethical : reality or a brand image? -- Churn and the disposable society -- Bad tasting medicine -- It's not what you say but what you do -- Brand terrorism -- Survival and security -- Engaging the consumer, sharing responsibility -- Finding reasons to buy -- Research and surveys -- The business and religion of ethics -- Fairtrade -- Food waste and recycling -- Recycling for resale -- Turning recycling into good marketing -- The ethical sphere -- Language and persuasion -- How to be a creative marketer -- Fat and fit : obesity and health -- Selling ethical behaviour -- From brand values to brand value -- Fast fashion -- Washing green -- Green insurance and finance.
Sommario/riassunto	Ethical marketing isn't just about environmentalism, it's far bigger than that. This book challenges a lot of conventional thinking and introduces

you to a wider range of ethics and the many types of ethical consumers. --from publisher description.
