

1.	Record Nr.	UNINA990000981130403321
	Autore	Davis, Sidney A.
	Titolo	Electromechanical Components for Servomechanism / S.A. Davis, B.K. Ledgerwood
	Pubbl/distr/stampa	New York [etc.] : McGraw-Hill, 1961
	Disciplina	537.5
	Locazione	FI1
	Collocazione	31C-012
	Lingua di pubblicazione	Inglese
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
2.	Record Nr.	UNISALENTO991000206019707536
	Autore	Muratori, Lodovico Antonio
	Titolo	Della pubblica felicità : oggetto de' buoni principi / Ludovico Antonio Muratori ; a cura di Cesare Mozzarelli
	Pubbl/distr/stampa	Roma : Donzelli, c1996
	ISBN	8879892010
	Descrizione fisica	xxxix, 276 p. ; 18 cm
	Collana	Biblioteca ; 17
	Altri autori (Persone)	Mozzarelli, Cesare
	Disciplina	171.1
	Soggetti	Scienze politiche Chiesa e problemi sociali - Chiesa Cattolica
	Lingua di pubblicazione	Italiano
	Formato	Materiale a stampa
	Livello bibliografico	Monografia

3. Record Nr.	UNINA9910818460803321
Autore	Garris Molly
Titolo	A beginner's guide to mobile marketing / / Molly Garris and Karen Mishra
Pubbl/distr/stampa	New York, New York (222 East 46th Street, New York, NY 10017) : , : Business Expert Press, , 2015
ISBN	1-78684-340-4 1-60649-841-X
Edizione	[First edition.]
Descrizione fisica	1 online resource (168 p.)
Collana	Digital and social media marketing and advertising collection, , 2333-8830
Disciplina	658.872
Soggetti	Cell phone advertising Internet marketing
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references (pages 135-144) and index.
Nota di contenuto	1. Past, present, and future opportunities for mobile marketing -- 2. Calling and messaging -- 3. Search and web -- 4. Mobile applications (apps) -- 5. Social media networks -- 6. Mobile advertising -- 7. Accessing content -- 8. Mobile marketing strategy and resources -- Key terms -- Advance quotes for A beginner's guide to mobile marketing -- Notes -- References -- Key references -- Index.
Sommario/riassunto	This book is for marketers (from newbies to CMO level) who want to learn why and how to use mobile marketing to engage and convert consumers. Whether you work with a brand, retail storefront or are studying to do just that, we wrote A Beginner's Guide to Mobile Marketing to help you learn about the exploding opportunities that mobile marketing offers and why it is so important to embrace it in your integrated marketing strategy. As you are well aware, cell phones are no longer just for calling people. Based on the latest trends in consumer behavior on mobiles, we introduce ways that marketers can use Smartphone popularity to reach people with tactics like mobile apps, mobile web, social media, search, text messaging (SMS/MMS/RMM), mobile advertising, location-based services, retail programs and more. NFC, QR codes and texting are a few pull tactics introduced, alongside push tactics like beacons, ads and in-app push

notifications. Tablets require a different strategy but this book touches on that to offer background on mobile vs. tablet marketing. Citing the latest and greatest third-party research, learn from an expert about mobile marketing, starting with the basics and ending with a roadmap to develop and measure strategic mobile marketing campaigns. Along the way, participate in exercises to ensure that you understand the material and how to apply it to the real world. Whether you are an educator, student, professional, or mobile maven, we hope that you enjoy the content and case studies we bring to life in this book.
