

1. Record Nr.	UNINA990001264280403321
Autore	Koch, Gary G.
Titolo	Analysis of categorical data / by Koch
Pubbl/distr/stampa	Montreal, 1985
Collana	Séminaire de Mathématiques Supérieures ; 96
Locazione	MA1
Collocazione	25-D-1(96)
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia

2. Record Nr.	UNISA990000888630203316
Titolo	Ristrutturazione dei gruppi bancari e rapporti tra capogruppo e società controllate / Anna Baldassari ... et al. ; [a cura di Roberto Bottiglia]
Pubbl/distr/stampa	Milano : EGEA, c1995
ISBN	88-238-0307-1
Descrizione fisica	XII, 235 p. ; 24 cm
Collana	Newfin ; 17
Disciplina	338.83613383
Soggetti	Aziende di credito - Fusione
Collocazione	XXX.B. Coll. 199/ 15 (X 32 XXXIX 17)
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia

3. Record Nr.	UNINA9910298176303321
Autore	Dolnicar Sara
Titolo	Market Segmentation Analysis : understanding it, doing it, and making it useful // Sara Dolnicar, Bettina Grun, Friedrich Leisch
Pubbl/distr/stampa	Singapore, : Springer Nature, 2018 Singapore : , : Springer, , 2018 ©2018
ISBN	981-10-8818-7
Descrizione fisica	1 online resource (XXI, 324 p. 123 illus., 51 illus. in color.)
Collana	Management for professionals.
Disciplina	658.83
Soggetti	Market research Statistics Market Research/Competitive Intelligence Statistics for Business, Management, Economics, Finance, Insurance
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Part I. Introduction -- Chapter 1. Market segmentation -- Chapter 2. Market segmentation analysis -- Part II. Ten steps of market segmentation analysis -- Chapter 3. STEP 1: Deciding (not) to segment -- Chapter 4. STEP 2: Specifying the ideal target segment -- Chapter 5. STEP 3: Collecting data -- Chapter 6. STEP 4: Exploring data -- Chapter 7. STEP 5: Extracting segments -- Chapter 8. STEP 6: Profiling segments -- Chapter 9. STEP 7: Describing segments -- Chapter 10. STEP 8: Selecting (the) target segment(s) -- Chapter 11. STEP 9: Customising the marketing mix -- Chapter 12. STEP 10: Evaluation and monitoring. .
Sommario/riassunto	This book is published open access under a CC BY 4.0 license. This open access book offers something for everyone working with market segmentation: practical guidance for users of market segmentation solutions; organisational guidance on implementation issues; guidance for market researchers in charge of collecting suitable data; and guidance for data analysts with respect to the technical and statistical aspects of market segmentation analysis. Even market segmentation experts will find something new, including a vast array of useful

visualisation techniques that make interpretation of market segments and selection of target segments easier. The book talks the reader through every single step, every single potential pitfall, and every single decision that needs to be made to ensure market segmentation analysis is conducted as well as possible. All calculations are accompanied not only with a detailed explanation, but also with R code that allows readers to replicate any aspect of what is being covered in the book using R, the open-source environment for statistical computing and graphics.

---

4. Record Nr.	UNISALENTO991001709339707536
Autore	Gnoli, Sofia
Titolo	La donna, l'eleganza, il fascismo : la moda italiana dalle origini all'Ente nazionale della moda / Sofia Gnoli
Pubbl/distr/stampa	Roma : Edizioni del Prisma, 2000
ISBN	8886808135
Descrizione fisica	126 p., [16] p. di tav. : ill. ; 21 cm.
Collana	Prisma dimensioni ; 13
Disciplina	746.920945
Soggetti	Costumi - Italia - Origini Moda femminile Italia
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia

---