

1.	Record Nr.	UNINA990003110740403321
	Titolo	L'istruzione professionale in Europa e in America / a cura di Gertrud Jung Doriguzzi
	Pubbl/distr/stampa	Milano : Edizioni di Comunità, 1960
	Descrizione fisica	227 p. ; 21 cm
	Disciplina	13970 18400
	Locazione	SE
	Collocazione	S 13970 JUN
	Lingua di pubblicazione	Italiano
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
2.	Record Nr.	UNINA9910146238603321
	Autore	Jakobi Rolf
	Titolo	Marketing and Sales in the Chemical Industry
	Pubbl/distr/stampa	[Place of publication not identified], : Wiley VCH Imprint, 2002
	ISBN	1-280-55776-1 9786610557769 3-527-60034-5
	Edizione	[2nd ed.]
	Descrizione fisica	1 online resource (166 pages)
	Disciplina	660.068
	Soggetti	Electronic books.
	Lingua di pubblicazione	Inglese
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
	Note generali	Bibliographic Level Mode of Issuance: Monograph
	Sommario/riassunto	If manufacturers of chemical products are to survive in today's global marketplace, they not only have to produce economically but they must

also be able to market both chemicals and technology effectively. In the chemical industry, more and more chemists and chemical engineers are faced with challenging marketing tasks. This book gives an overview of the specific factors for marketing chemical products and their major markets. "Marketing and Sales in the Chemical Industry" is customized for an increasing audience. It not only covers the principles of marketing and the market structure of the chemical industry in great detail, but also discusses such modern marketing tools like the internet as well as the latest trends and developments. In addition, economical, political and sociological aspects are also dealt with.
