1. Record Nr. UNINA990003199520403321

Titolo	La sociologie expérimentale / Paul Descamps.
Pubbl/distr/stampa	Paris : Librairie des sciences politiques & sociales Marcel Rivière, 1933
Descrizione fisica	XLII, 261 p. ; 23 cm
Collana	Systèmes et faits sociaux
Disciplina	10320 11130
Locazione	SE S
Collocazione	10320 DES
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia

2. Record Nr. UNINA9910699520503321

Titolo	China's laws, regulations, and practices in the areas of technology transfer, trade-related investment measures, subsidies and intellectual property protection which raise WTO compliance concerns [[electronic resource] /] / Terence P. Stewart ... [and others]
Pubbl/distr/stampa	[Washington, D.C.] : , : Trade Lawyers Advisory Group, , [2007] ©2007
Descrizione fisica	1 online resource (iv, 169, iii pages)
Altri autori (Persone)	StewartTerence P
Soggetti	Intellectual property infringement - China Technology transfer - China Foreign licensing agreements Subsidies - China Piracy (Copyright) - China Product counterfeiting - China Competition, Unfair - China Law enforcement - China

Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	"September 2007." Title from title screen (viewed on Aug. 31, 2012).
Nota di bibliografia	Includes bibliographical references.

3. Record Nr. UNINA9910798953203321

Autore	Rosen William <1963->
Titolo	The activation imperative : how to build brands and business by inspiring action / / William Rosen and Laurence Minsky
Pubbl/distr/stampa	Lanham, Maryland : , : Rowman & Littlefield, , 2017 ©2017
ISBN	1-4422-5705-9
Descrizione fisica	1 online resource (223 pages) : color illustrations
Disciplina	658.827
Soggetti	Branding (Marketing) Product management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Aim for greater roi: the activation imperative method -- Ready, set, aim -- Broadcast, billboards, branding, and more -- Start with the shopper (marketing) -- Connecting with digital, social, and mobile -- Come and get it: content and in-bound marketing -- The importance of being direct (database and CRM, too) -- Join us: the world of participation and promotion marketing -- Are you experiential? -- Now a word from your sponsor(ships) -- Build your relationship(s) with PR and brand journalism -- Aim for optimal activation.