

1. Record Nr.	UNINA990007167470403321
Autore	Curtis, Michael
Titolo	Elementi di scienza politica / Michael Curtis.
Pubbl/distr/stampa	Bologna : Il Mulino, 1972
Descrizione fisica	306 p. ; 24 cm
Locazione	DDCIC
Collocazione	VI 256
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia
2. Record Nr.	UNINA9910733755703321
Autore	Ceccatelli Gurrieri Giovanna
Titolo	Atlante delle migrazioni : dalle origini dell'uomo alle nuove pandemie / / Giovanna Ceccatelli ; con Stefania Tirini e Stefania Tusini
Pubbl/distr/stampa	Edizioni Clichy
Altri autori (Persone)	TiriniStefania TusiniStefania
Soggetti	Emigration and immigration - History Human beings - Migrations
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia

3. Record Nr.	UNINA9910845081803321
Titolo	Bringing the Soul Back to Marketing : Proceedings of the 2023 AMS World Marketing Congress, Canterbury, UK, July 11–14, 2023 // edited by Vincent Jeseo, Juliann Allen
Pubbl/distr/stampa	Cham : , : Springer Nature Switzerland : , : Imprint : Springer, , 2024
ISBN	3-031-53286-4
Edizione	[1st ed. 2024.]
Descrizione fisica	1 online resource (151 pages)
Collana	Developments in Marketing Science: Proceedings of the Academy of Marketing Science, , 2363-6173
Disciplina	658.8
Soggetti	Marketing Strategic planning Leadership Sales management Business Strategy and Leadership Sales and Distribution
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Mass Customization's Online Sales Configurator Capabilities and Purchase Intention: The Roles of Psychological Empowerment and Ownership -- Reviewing the Research Landscape of Online Scarcity Messages -- Understanding Customers' Insights Using Attribution Theory -- Marketing Strategies of Tham Sing Robusta Coffee in Thailand: SWOT IE and TOWS Matrix -- Identifying Current Themes and Important Future Research Directions in the Field of Consumer Animosity.
Sommario/riassunto	The "soul" centers our activities and inspirations. The body of marketing changes shape rapidly; however, we should not lose sight of its "soul". This volume focuses on preserving the "soul" of marketing in a data-driven world where technology has proliferated amidst a myriad of global challenges. Featuring papers presented at the 2023 Academy of Marketing Science World Marketing Congress held in Canterbury, UK, this book explores ideas, theories and practices to tackle global and economic challenges in marketing and emphasize marketing's

contribution to business and society at large, further strengthening the academic community. Founded in 1971, the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory, research, and practice. Among its services to members and the community at large, the Academy offers conferences, congresses, and symposia that attract delegates from around the world. Presentations from these events are published in this Proceedings series, which offers a comprehensive archive of volumes reflecting the evolution of the field. Volumes deliver cutting-edge research and insights, complementing the Academy's flagship journals, the Journal of the Academy of Marketing Science (JAMS) and AMS Review.
