

1. Record Nr.	UNINA990007443530403321
Autore	Irenaeus : , Lugdunensis <santo>
Titolo	Detectionis et eversionis falso cognominatae agnitionis : seu contra haereses libri V / sancti Irenaei
Pubbl/distr/stampa	Parisiis : apud Méquignon-Havard, 1829
Descrizione fisica	2 v. ; 24 cm
Collana	Collectio selecta SS.ecclesiae patrum ; 2 ; 3
Locazione	FGBC
Collocazione	III Z 144 (2-3)
Lingua di pubblicazione	Latino
Formato	Materiale a stampa
Livello bibliografico	Monografia
2. Record Nr.	UNINA9910463334803321
Autore	Barr Robert D
Titolo	Building a culture of hope [[electronic resource]] : enriching schools with optimism and opportunity / / Robert D. Barr and Emily L. Gibson
Pubbl/distr/stampa	Bloomington, Ind., : Solution Tree Press, 2013
ISBN	1-936764-63-6
Descrizione fisica	1 online resource (284 p.)
Disciplina	371.826942
Soggetti	Poor children - Education - United States Problem youth - Education - United States Children with social disabilities - Education - United States Youth with social disabilities - Education - United States Self-esteem in children - United States Motivation in education - United States Achievement motivation - United States Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia

Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. 239-254) and index.
Nota di contenuto	<p>""Acknowledgments ""; ""Table of Contents ""; ""About the Authors ""; ""Preface ""; ""Introduction ""; ""Chapter 1: Poverty Is No Excuse ""; ""Chapter 2: The Tragedy of High School Dropouts ""; ""Chapter 3: A Culture of Hope ""; ""Chapter 4: A Sense of Optimism ""; ""Chapter 5: A Sense of Belonging ""; ""Chapter 6: A Sense of Pride, Self-Esteem, and Self-Confidence ""; ""Chapter 7: A Sense of Purpose ""; ""Chapter 8: The Power of We ""; ""Chapter 9: A Culture of Hope at the High School Level ""; ""Chapter 10: Hope Fulfilled "" ""Appendix A: Methodologies of the Newsweek and U.S. News & World Report Studies """"Appendix B: Surveys of Students and Staff ""; ""Glossary ""; ""References and Resources ""; ""Index """ </p>
3. Record Nr.	UNINA9910810838603321
Autore	Petrescu Maria
Titolo	Viral marketing and social networks / / Maria Petrescu
Pubbl/distr/stampa	New York, New York (222 East 46th Street, New York, NY 10017) : , : Business Expert Press, , 2014
ISBN	1-78684-350-1 1-60649-813-4
Edizione	[First edition.]
Descrizione fisica	1 online resource (150 p.)
Collana	Digital and social media marketing and advertising collection, , 2333-8830
Disciplina	658.872
Soggetti	Social networks Viral marketing
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Part of: 2014 digital library.
Nota di bibliografia	Includes bibliographical references (pages 115-125) and index.
Nota di contenuto	<ol style="list-style-type: none"> 1. Viral marketing -- 2. The social network -- 3. Viral marketing media -- 4. Viral marketing characteristics and tools -- 5. Viral advertising -- 6. Hybrid marketing -- 7. Releasing the virus -- 8. Results and evaluation -- 9. Negative viral campaigns -- 10. Conclusions -- References -- Index.
Sommario/riassunto	Viral marketing is the key to marketing success in the 21st century, and

advertising is one of the most important tools in the viral marketing toolkit. This book offers an in-depth look at viral marketing, beginning with a short overview of the history and evolution of the viral marketing term. As well as, differences between connected terms, such as marketing buzz, are explored. The book provides a viral marketing toolkit and explores the use of each tool in social media. Viral advertising, as a significant tool and source of viral message, is discussed in detail and examples of various companies' viral campaigns are described. The discussion also focuses on how and where businesses can post messages with viral objectives and which consumer segment is the focus of the initial targeting initiative. How to contend with negative viral campaigns is another topic of interest debated in the text. This book is intended for a broad audience, including students, and professors in business and communication schools as well as marketing practitioners. The purpose of the book is to clarify the viral marketing term and discuss the key points related to the successful creation and management of a viral marketing campaign.
