

1. Record Nr.	UNINA990009309630403321
Autore	Aaker, David A.
Titolo	Management della pubblicità / David A. Aaker, John G. Myers
Pubbl/distr/stampa	Milano : FrancoAngeli, 2005
ISBN	88-204-7075-6
Descrizione fisica	713 p. : ill. ; 23 cm
Collana	Impresa, comunicazione, mercato ; 10
Altri autori (Persone)	Myers, John G.
Disciplina	659.1
Locazione	FSPBC
Collocazione	Collez. 1397 (10)
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia

2. Record Nr.	UNINA9910456205503321
Autore	Davies John Keith
Titolo	Beyond Pluto : exploring the outer limits of the solar system / / John Davies [[electronic resource]]
Pubbl/distr/stampa	Cambridge : , : Cambridge University Press, , 2001
ISBN	1-107-12239-2 1-107-40261-1 0-511-30335-1 0-511-53609-7 0-511-04741-X 1-280-43020-6 0-511-17384-9 0-511-15308-2 9786610430208
Descrizione fisica	1 online resource (xii, 233 pages) : digital, PDF file(s)
Disciplina	523.2
Soggetti	Kuiper Belt
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Title from publisher's bibliographic system (viewed on 05 Oct 2015).
Nota di contenuto	Prologue -- The edge of the solar system -- The Centaurs -- The mystery of the short-period comets -- Shooting in the dark -- Deeper and deeper -- Sorting out the dynamics -- What are little planets made of? -- Numbers and sizes -- Things that go bump in the dark -- Dust and discs -- Where do we go from here? -- Will we ever get our names right? -- Appendix 1: Dramatis personae -- Appendix 2: Guidelines for minor planet names -- Index.
Sommario/riassunto	This book was originally published in 2001. In the ten years preceding publication, the known solar system more than doubled in size. For the first time in almost two centuries an entirely new population of planetary objects was found. This 'Kuiper Belt' of minor planets beyond Neptune revolutionised our understanding of the solar system's formation and finally explained the origin of the enigmatic outer planet Pluto. This is the fascinating story of how theoretical physicists decided

that there must be a population of unknown bodies beyond Neptune and how a small band of astronomers set out to find them. What they discovered was a family of ancient planetesimals whose orbits and physical properties were far more complicated than anyone expected. We follow the story of this discovery, and see how astronomers, theoretical physicists and one incredibly dedicated amateur observer came together to explore the frozen boundary of the solar system.
