

1. Record Nr.	UNINA990009760410403321
Autore	Cangiano, Luigi
Titolo	Breve ragguaglio del perforamento de' due pozzi artesiani recentemente compiuti nella citta di Napoli / del cav. Luigi Cangiano
Pubbl/distr/stampa	[Napoli] : Stamperia del Fibreno, 1859
Descrizione fisica	16 p. ; 23 cm
Disciplina	628.114
Locazione	FARBC
Collocazione	RARI B 601
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Data di pubbl. a p. 16
2. Record Nr.	UNISA996198557403316
Autore	Kaspar Christian Markus
Titolo	Individualisierung und mobile Dienste am Beispiel der Medienbranche : Ansätze zum Schaffen von Kundenmehrwert / / vorgelgt von Christian Kaspar
Pubbl/distr/stampa	Göttingen : , : Universitätsverlag Göttingen, , 2006 ©2006
Descrizione fisica	1 online resource (xx, 324 pages) : illustrations; digital, PDF file(s)
Collana	Open Access e-Books Knowledge Unlatched Göttinger Schriften zur Internetforschung, , 1863-0944 ; ; Band 3
Disciplina	338.4730223
Soggetti	Mass media - Economic aspects Mass media - Management Mass media and technology Wireless internet Web services Internet - Technological innovations

Lingua di pubblicazione	Tedesco
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	"Dissertation zur Erlangung des wissenschaftlichen Doktorgrades der Wirtschaftswissenschaftlichen Fakultat der Georg-August-Universitat Gottingen, 2005" "Internetokonomie"--Cover.
Nota di bibliografia	Includes bibliographical references (pages [295]-324).
Sommario/riassunto	Christian Kaspar deals with the causes of the current economic crisis in the media industry and discusses opportunities for media companies to avert this crisis. Two options particularly are considered in more detail: the approaching of media products to individual desires of recipients on the basis of individualized systems on the one hand and the quick and location-independent distribution of contents through the mobile internet on the other. Kaspar makes point of two aims: First, it is examined whether and how far the strategies of individualization and distribution in the mobile internet are - compared with traditional media - able to provide additional benefit for customers. Second, conceptual issues in the context of realization of individual and mobile media products are raised and solutions are presented.