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| 1. Record Nr. | UNINA990009930180403321 |
| Titolo | Energetics of geological processes / editors Surendra K. Saxena and Somdev Bhattacharji ; associate editors Hans Annersten and Ove Stephansson |
| Pubbl/distr/stampa | New York : Springer, 1977 |
| Descrizione fisica | XVIII, 473 p. : ill. ; 25 cm |
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| 2. Record Nr. | UNINA9910793436303321 |
| Autore | Brock David |
| Titolo | Brand authority : how to be everywhere, stand out from your competition and build an incredible brand // David Brock |
| Pubbl/distr/stampa | [Place of publication not identified] : , : Scribl, , [2019]
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| ISBN | 1-63348-130-1 |
| Descrizione fisica | 1 online resource (27 pages) |
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| Soggetti | Branding (Marketing)
Consumers' preferences
Consumer satisfaction |
| Lingua di pubblicazione | Inglese |
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| Nota di contenuto | Intro -- Also By David Brock -- Introduction -- Also By David Brock. |
| Sommario/riassunto | To succeed online or in business generally for that matter, you need a brand. It's not enough to simply start spamming the web with content; |

you need to ensure that you have thought about who you want to be, how you are going to gradually raise awareness of your company, how you are going to introduce a gradually increasing number of potential customers to your products and services and how you...
