

1. Record Nr.	UNICAMPANIASUN0061559
Titolo	La Salomè del Romanino ed altri studi sulla pittura bresciana del Cinquecento 1 / Alessandro Ballarin
Pubbl/distr/stampa	Cittadella (PD) : Bertoncello, 2006
Descrizione fisica	XXXVII, 330 p. ; 34 cm
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia
2. Record Nr.	UNINA990009934810403321
Autore	Dick, Philip Kindred <1928-1982>
Titolo	Vulcano 3 / Philip K. Dick ; traduzione di Beata della Frattina
Pubbl/distr/stampa	Verona, : Arnoldo Mondadori, 1963
Descrizione fisica	147 p. ; 15 cm
Disciplina	813.54
Locazione	BFS
Collocazione	DIC / DIC 45
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia

3. Record Nr.	UNINA9910154782403321
Autore	Hall Richard
Titolo	Brilliant marketing // Richard Hall
Pubbl/distr/stampa	Harlow, England : , : Pearson Education, , 2014
ISBN	1-292-08448-0
Edizione	[Revised, second edition.]
Descrizione fisica	1 online resource (336 pages)
Disciplina	658.8
Soggetti	Marketing Success in business Success - Psychological aspects
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Cover -- Title Page -- Copyright -- Contents -- Author's acknowledgements -- Publisher's acknowledgements -- Preface -- Part 1 Putting marketing into context -- Chapter 1 Marketing brilliance starts with a sense of smell -- Chapter 2 Have you got what makes a marketing star? -- Chapter 3 The marketing battleground - past, present and future -- Chapter 4 All about brands -- Chapter 5 All about customers, consumers and how they behave -- Part 2 Ladies and gentlemen: choose your weapons and start marketing -- Chapter 6 Madmen and the art of persuasion -- Chapter 7 PR - champagne, tequila and spin -- Chapter 8 The 'new age' of digital marketing -- Chapter 9 Social networking - is this the future of marketing? -- Chapter 10 Sponsorship - getting your name up in lights -- Chapter 11 Designing a product into a brand star -- Chapter 12 Direct marketing - a world of data and innovation -- Chapter 13 Customer relations marketing - it's people who make a difference -- Chapter 14 Marketing the noisy, sensual and surreptitious way -- Chapter 15 Selling - turning marketing into action -- Chapter 16 Creating an integrated marketing plan -- Part 3 How to create and execute a great marketing plan -- Chapter 17 Achieving momentum - the art of marketing -- Chapter 18 Key steps in creating a plan - the science of marketing -- Chapter 19 The ten brilliant ways of managing people and your campaigns -- Part 4 The real world, strategy and creativity -- Chapter

20 That dreaded budget cut -- Chapter 21 The creative accelerator --
Chapter 22 Market research in this real world -- Part 5 Marketing in
small businesses or doing it for yourself -- Chapter 23 Watching
people is what great marketing needs -- Chapter 24 Small-business
marketing checklist -- Part 6 A summary of the marketing rules --
Chapter 25 The Marketing Commandments -- Index.

Sommario/riassunto

Brilliant Marketing gives you the skills, examples, attitudes and
techniques that you will need to plan and carry out the most
outstanding and alluring campaigns. It also contains specific advice for
new start-ups and small businesses where brilliant marketing can
catapult you to success.
