1.	Record Nr.	UNINA9910140595403321
	Autore	Schlechty Phillip C. <1937->
	Titolo	Leading for learning [[electronic resource]] : how to transform schools into learning organizations / / Phillip C. Schlechty
	Pubbl/distr/stampa	San Francisco, Calif., : Jossey-Bass, c2009
	ISBN	1-282-24230-X 9786613813428 1-118-26949-7 0-470-63627-0
	Edizione	[1st ed.]
	Descrizione fisica	1 online resource (354 p.)
	Disciplina	371.2/070973 371.2070973
	Soggetti	School improvement programs - United States School management and organization - United States Educational change - 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. 313-318) and index.
	Nota di contenuto	The case for transformation -- Systems and technological change -- Bureaucracies versus learning organizations -- Bureaucratic images of schools -- A new image of schools -- The bureaucratic impulse -- Reassessing standards -- Restoring civic capacity and building social capital : two keys to school transformation -- Painting a new image of schools -- Creating the capacity to support innovation -- Standards into sources of direction -- A theory of action -- Engaging the heart and recapturing our heritage.
	Sommario/riassunto	Written by acclaimed school reform advocate Phillip C. Schlechty, Leading for Learning offers educators the framework, tools, and processes they need to transform their schools from bureaucracies into dynamic learning organizations. Schlechty explains how to move beyond some of the deeply ingrained and negative conceptions of schooling that guide so much of their practice. He shows educators how they can take advantage of new learning technologies by increasing their organization's capacity to support continuous

innovation. ""Clearly not for the fainthearted, Schlechty's engrossing ap

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2. **Record Nr.**   UNINA9910811772803321

   Titolo   The marketing century : how marketing drives business and shapes society : The Chartered Institute of Marketing / / edited by Jeremy Kourdi

   Pubbl/distr/stampa   Chichester, : Wiley, 2011

   ISBN   1-119-20850-5
                                1-280-78442-3
                                9786613694812
                                1-119-99359-8

   Edizione   [1st ed.]

   Descrizione fisica   1 online resource (280 p.)

   Altri autori (Persone)   KourdiJeremy

   Disciplina   658.3124

   Soggetti   Marketing - History

   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 and index.

   Nota di contenuto   The Marketing Century; CONTENTS; Introduction (Rod Wilkes); 1 Strategic Marketing (Don Peppers and Martha Rogers); 2 Market Segmentation (Malcolm McDonald); 3 Innovation (John Saunders and Veronica Wong); 4 Digital Marketing (Philip Sheldrake); 5 Sales and Business Development (Beth Rogers); 6 Customer Relationship Management (Merlin Stone); 7 Branding (Graham Hales); 8 Advertising (Jonathan Gabay); 9 Public Relations (Paul Mylrea); 10 Internal Marketing (Keith Glanfield); 11 Marketing and Sustainability (John Grant); 12 Social Marketing (Veronica Sharp); Index

   Sommario/riassunto   Written to celebrate the Institute's centenary, The Marketing Century explains: how the key elements of marketing have developed; how the various aspects of marketing contribute to performance; what it is that great marketers do; and how the discipline of marketing may develop in the future. While The Marketing Century describes the years since 1911 it also describes the 21st Century: a time when the ability to understand and connect with customers is more rewarding, complex