

1. Record Nr.	UNINA9910141492803321
Autore	Taylor David <1964->
Titolo	Grow the core [[electronic resource]] : how to focus on your core business for brand success / / David Taylor
Pubbl/distr/stampa	Chichester, West Sussex, U.K., : John Wiley & Sons Ltd., 2013
ISBN	1-119-20789-4 1-118-48468-1 1-283-94109-0 1-118-48469-X 1-118-48470-3
Edizione	[1st edition]
Descrizione fisica	1 online resource (255 p.)
Disciplina	658
Soggetti	Brand name products - Management Product management Strategic planning Branding (Marketing) Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	"A brandgym book"--Cover.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	pt. I. Why grow the core? -- pt. II. Grow the core principles -- pt. III. Grow the core workouts -- pt. IV. The grow the core workplan.
Sommario/riassunto	Grow the Core stands conventional wisdom about business growth on its head and provides a proven formula for growing your business in recessionary times. These days, it's a common belief among business leaders across industry sectors that the best way to grow their businesses is to expand into new markets. In reality, virtually all top-performing companies achieve superior results through a leading position in their core business. Unfortunately, there's very little in the way of practical advice on how to do this. Grow the Core shows you how to focus on your core business for br

2. Record Nr.	UNINA9910141835703321
Autore	Dalton James F
Titolo	Mind over markets [[electronic resource]] : power trading with market generated information / / James F. Dalton, Eric T. Jones, Robert B. Dalton
Pubbl/distr/stampa	Hoboken, N.J., : Wiley, c2013
ISBN	1-118-65972-4 1-118-65978-3 1-118-65976-7
Edizione	[2nd ed.]
Descrizione fisica	1 online resource (370 p.)
Collana	Wiley trading series
Altri autori (Persone)	JonesEric T (Eric Thomas) DaltonRobert B
Disciplina	332.64/5
Soggetti	Futures
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Preface -- Acknowledgments -- Introduction -- Novice -- Advanced beginner -- Competent -- Day time frame trading -- Day time frame directional conviction -- Opening's relationship to previous day : estimating daily range potential -- Crude oil -- Day time frame auction rotations -- Auction failures -- High- and low-volume areas -- Long-term trading -- Long-term directional conviction -- Attempted direction : which way is the market trying to go? -- Buying/selling composite days -- Long-term auction rotations -- Long-term profiles -- Spikes -- Appendix 1: Value-area calculation -- Appendix ii: TPO vs. volume profiles -- Suggested readings -- About the authors -- Index.
Sommario/riassunto	A timely update to the book on using the Market Profile method to trade Emerging over twenty years ago, Market Profile analysis continues to realize a strong following among active traders. The approach explains the underlying dynamics and structure of markets, identifies value areas, price rejection points, and measures the strength of buyers and sellers. Unlike more conventional forms of technical analysis, Market Profile is an all-encompassing approach, and Mind Over Markets, Updated Edition provides traders with a solid

understanding of it. Since the first edi

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