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Autore	Fisk Peter
Titolo	Marketing genius [[electronic resource] /] / Peter Fisk
Pubbl/distr/stampa	Chichester, England ; ; Hoboken, NJ, : Capstone, 2006
ISBN	1-907293-40-X 0-85708-651-0 1-280-51943-6 9786610519439 1-84112-732-9
Descrizione fisica	1 online resource (500 p.)
Disciplina	658.8 658.802
Soggetti	Marketing - Management Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Marketing Genius; About the author; Turn on; Play; Part 1 Ingenuity: The making of a marketing genius; Track 1 Complexity; Track 2 Expectations; Track 3 Genius; Part 2 Thinking: The mind of a marketing genius; Track 4 Strategy; Track 5 Brands; Track 6 Customers; Track 7 Innovation; Part 3 Competing: The touch of a marketing genius; Track 8 Propositions; Track 9 Experiences; Track 10 Connections; Track 11 Relationships; Part 4 Leading: The impact of a marketing genius; Track 12 Performance; Track 13 Marketers; Track 14 Leadership; Track 15 Futures; Genius lab; Genius catalysts; Genius source RechargeIndex
Sommario/riassunto	The little black book of marketing is here. Marketing guru Peter Fisk's inspirational manual of marketing shows you how to inject marketing genius into your business to stand out from the crowd and deliver exceptional results. Marketing Genius is about achieving genius in your business and its markets, through your everyday decisions and actions. It combines the deep intelligence and radical creativity required to make sense of, and stand out in today's markets. It applies the genius

of Einstein and Picasso to the challenges of marketing, brands and innovation, to deliver exceptional impact in

2. Record Nr.	UNINA9911008947703321
Autore	Organization Pan American Health
Titolo	Recomendaciones de la OMS Sobre el Tratamiento Farmacológico de la Hipertensión Arterial Leve o Moderada en el Embarazo
Pubbl/distr/stampa	Melbourne : , : Pan American Health Organization (PAHO), , 2022 ©2022
ISBN	9789275326350 9789275126356
Edizione	[1st ed.]
Descrizione fisica	1 online resource (96 pages)
Soggetti	Hypertension in pregnancy Maternal health services
Lingua di pubblicazione	Spagnolo
Formato	Materiale a stampa
Livello bibliografico	Monografia
Sommario/riassunto	<p>This book, published by the World Health Organization (WHO) and the Pan American Health Organization (PAHO), provides guidelines on the pharmacological treatment of non-severe hypertension in pregnancy. It outlines the evidence-based recommendations and methodologies used in developing these guidelines. The work is a collaborative effort involving various experts and organizations, and it aims to provide healthcare practitioners with reliable information to manage hypertension in pregnant women safely. The guidelines are intended for medical professionals involved in maternal healthcare, with a focus on improving maternal and neonatal outcomes. The publication underscores the importance of adhering to evidence-based practices in clinical settings and stresses the role of healthcare systems in implementing these guidelines effectively.</p>