

1. Record Nr.	UNINA9910143307103321
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.	UNISA996204073403316
Titolo	Museum international
Pubbl/distr/stampa	[Oxford], : Blackwell Publishers London : , : Informa UK Limited
ISSN	1468-0033
Disciplina	069
Soggetti	Museums Museum Management & Curatorship Museumkunde Kunstmusea Kunst Cultuur Musée Muséologie Patrimoine culturel Periodicals. Périodique électronique (Descripteur de forme) Ressource Internet (Descripteur de forme)
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Periodico
Note generali	Refereed/Peer-reviewed

3. Record Nr.	UNINA9910148615203321
Autore	Gerson Donna
Titolo	Asked and answered . Volume 2 Advice for second-year law students : your guide to law school success // by Donna Gerson
Pubbl/distr/stampa	Saint Paul, Minnesota : , : Thomson/West, , 2008 ©2008
ISBN	1-63459-088-0
Descrizione fisica	1 online resource (139 pages)
Disciplina	340.071173
Soggetti	Law students - United States Law - Study and teaching - United States Law - Vocational guidance - United States
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia

4. Record Nr.	UNINA9910964286403321
Autore	Leyburn James Graham
Titolo	The Scotch-Irish : a social history
Pubbl/distr/stampa	Chapel Hill, : University of North Carolina Press, c1962
ISBN	9798890866264 9798893130799 9780807888919 0807888915
Edizione	[1st ed.]
Descrizione fisica	1 online resource (397 pages) : illustrations
Disciplina	973.049163
Soggetti	Scots - Ireland Scots-Irish - United States Scotland Social conditions
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	<p>""Contents""; ""Foreword""; ""Introduction""; ""PART I: THE SCOT IN 1600""; ""CHAPTER 1. Poverty and Insecurity""; ""CHAPTER 2. Domestic Life of the Lowland Scot""; ""CHAPTER 3. Scottish Social Institutions in 1600""; ""CHAPTER 4. Religion in Scotland""; ""A. Before the Reformation""; ""B. The Reform and After""; ""CHAPTER 5. The Mind and Character of the Lowlander""; ""PART II: THE SCOTS IN IRELAND""; ""CHAPTER 6. The Plantation of Ulster, 1610 and After""; ""CHAPTER 7. Causes of the Scottish Migration""; ""A. Economic""; ""B. Religious"" ""CHAPTER 8. The Pioneer Scots in Ulster, 1606-1634"" ""CHAPTER 9. The Hard Years, 1634a€?1690""; ""CHAPTER 10. Intermarriage with the Irish""; ""CHAPTER 11. The Character of the Ulster Scot""; ""PART III: THE SCOTCH-IRISH IN AMERICA""; ""CHAPTER 12. The Migration""; ""CHAPTER 13. Scotch-Irish Settlements""; ""A. Southeastern Pennsylvania""; ""B. The Valley of Virginia""; ""C. The Upper Carolinas""; ""D. Indian Menace to Settlement""; ""E. Smaller Settlements of Scotch-Irish""; ""CHAPTER 14. Frontier Society""; ""CHAPTER 15. The Presbyterian Church"" ""CHAPTER 16. The Scotch-Irish in Politics"" ""CHAPTER 17. Final Estimate""; ""Appendix I: The Name ""Scotch-Irish""""; ""Appendix II:</p>

Important Events in Scottish History"; ""Notes""; ""Bibliography""; ""Index"";

Sommario/riassunto

Dispelling much of what he terms the 'mythology' of the Scotch-Irish, James Leyburn provides an absorbing account of their heritage. He discusses their life in Scotland, when the essentials of their character and culture were shaped; their removal to Northern Ireland and the action of their residence in that region upon their outlook on life; and their successive migrations to America, where they settled especially in the back-country of Pennsylvania, Virginia, the Carolinas, and Georgia, and then after the Revolutionary War were in the van of pioneers to the west.
