

1. Record Nr.	UNINA9910145306603321
Titolo	Crime mapping case studies [[electronic resource]] : practice and research // editors, Spencer Chainey and Lisa Tompson
Pubbl/distr/stampa	Chichester, England ; ; Hoboken, NJ, : John Wiley & Sons, c2008
ISBN	1-281-31998-8 9786611319984 0-470-98719-7 0-470-98718-9
Descrizione fisica	1 online resource (190 p.)
Altri autori (Persone)	ChaineySpencer TompsonLisa
Disciplina	363.250285
Soggetti	Crime analysis - Data processing Geographic information systems Digital mapping 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 and index.
Nota di contenuto	Crime Mapping Case Studies; Contents; List of contributors; Preface; Part I Developing crime mapping; 1 Developing geographical information systems and crime mapping tools in New Zealand; 1.1 The starting point; 1.2 Developing a web-based GIS solution for New Zealand Police; 1.3 Building on the map-based analytical policing system (MAPS); 2 An analytical technique for addressing geographical referencing difficulties and monitoring crimes in Rio de Janeiro, Brazil; 2.1 Introduction - developments in crime analysis in Rio de Janeiro; 2.2 Analysis by space-time monitoring cells 2.3 Identifying crime patterns using paper maps 2.4 Identifying crime patterns in Rio de Janeiro using GIS and digital cartographic base maps; 2.5 Crime analyses on bus routes in Rio de Janeiro; 2.6 Conclusions; 2.7 References; 3 Methods for implementing crime mapping within a large law enforcement agency: experiences from Victoria, Australia; 3.1 Introduction; 3.2 A phased plan for development and delivery; 3.3 Progress to date; 3.4 Crime mapping projects - some examples; 3.5

Conclusions; 3.6 Reference; 4 Automating briefings for police officers; 4.1 Introduction
4.2 Automating crime mapping outputs in Lincoln Police Department
4.3 Developing the automation of tasks in Lincoln; 4.4 Automating crime mapping in your agency; Part II Geographical investigative analysis; 5 Geographic profiling analysis: principles, methods and applications; 5.1 Introduction; 5.2 The theoretical principles behind geographic profiling; 5.3 Geographic profiling methodology; 5.4 Applying geographic profiling to 'volume' crime: the Irvine Chair burglaries; 5.5 Measuring the effects of geographic profiling in Irvine; 5.6 References
6 Geographic profiling in an operational setting: the challenges and practical considerations, with reference to a series of sexual assaults in Bath, England
6.1 Introduction; 6.2 Applying geographic profiling to a series of indecent assaults in Bath, England; 6.3 Offender geography; 6.4 Operational versus academic geographic profiling; 6.5 Conclusions; 6.6 References; 7 The Hammer Gang: an exercise in the spatial analysis of an armed robbery series using the probability grid method; 7.1 Introduction; 7.2 Background; 7.3 Mapping the data and getting the picture
7.4 Predicting the next offence location
7.5 Results; 7.6 Issues in application of the probability grid method; 7.7 Conclusions; 7.8 Acknowledgements; 7.9 References; 8 'Rolling the Dice': the arrest of Roosevelt Erving in Lincoln, Nebraska; 8.1 Introduction; 8.2 Erving's series of bank robberies; 8.3 Analysing Erving's series; 8.4 Project 'Rolling the Dice'; 8.5 The crucial role of geographical analysis; Part III Neighbourhood analysis; 9 The strategic allocation of resources to effectively implement Neighbourhood Policing and the Community Safety Plan; 9.1 Introduction
9.2 Alternative resource allocation model

Sommario/riassunto

Crime Mapping Case Studies: From Research to Practice provides a series of key examples from practice and research that demonstrate applications of crime mapping and its effect in many areas of policing and crime reduction. This book brings together case studies that show how crime mapping can be used for analysis, intelligence development, monitoring performance, and crime detection and is written by practitioners for practitioners. Leading researchers in the field describe how crime mapping is developing and exposing analytical methodologies and critiquing current practices. Incl

2. Record Nr.	UNINA9910140842903321
Autore	Pradeep A. K. <1963->
Titolo	The buying brain : secrets of selling to the subconscious mind // A.K. Pradeep
Pubbl/distr/stampa	Hoboken, NJ, : Wiley Chichester, : John Wiley [distributor], c2010
ISBN	9786612756030 9781119200079 1119200075 9781282756038 1282756036 9780470646618 0470646616 9780470646786 0470646780
Edizione	[1st edition]
Descrizione fisica	1 online resource (269 p.)
Disciplina	658.8342
Soggetti	Neuromarketing Consumer behavior Shopping - Psychological aspects Marketing - Psychological aspects
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	The Buying Brain: Secrets for Selling to the Subconscious Mind; Contents; Foreword; Acknowledgments; Part 1: Introducing the Buying Brain; Chapter 1: 1 Trillion to Persuade the Brain; Chapter 2: Neuromarketing Technology; Chapter 3: Your Customer's Brain Is 100,000 Years Old; Chapter 4: The Brain 101; Chapter 5: The Five Senses and the Buying Brain; Chapter 6: The Boomer Brain Is Buying; Chapter 7: The Female Brain Is Buying; Chapter 8: The Mommy Brain Is Buying; Chapter 9: The Empathic Brain Is Buying; Part 2: Engaging the Buying Brain; Chapter 10: Neuromarketing Measures and Metrics Chapter 11: The Consumer JourneyChapter 12: The Buying Brain and

Brands; Chapter 13: The Buying Brain and Products; Chapter 14: The Buying Brain and Packaging; Chapter 15: The Buying Brain in the Aisle; Chapter 16: The Buying Brain and Advertising; Chapter 17: The Buying Brain, Screens, and Social Media; Chapter 18: Vision of the Future; Notes and Sources; Index

Sommario/riassunto

If You Understand Brain Basics, You'll Sell More As much as 95% of our decisions are made by the subconscious mind. As a result, the world's largest and most sophisticated companies are applying the latest advances in neuroscience to create brands, products, package designs, marketing campaigns, store environments, and much more, that are designed to appeal directly and powerfully to our brains. The Buying Brain offers an in-depth exploration of how cutting-edge neuroscience is having an impact on how we make, buy, sell, and enjoy everything, and also probes deeper questions on
