

1. Record Nr.	UNIPARTHENOPE000024056
Autore	Organisation de coopération et de développement économiques
Titolo	Policies for price stability : a report to the Economic Policy Committee / by its Working Party on Costs of Production and Prices
Pubbl/distr/stampa	Paris : OECD, 1962
Titolo uniforme	Policies for price stability
Descrizione fisica	47 p. ; 24 cm
Collocazione	Corridoio Armadio B
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
2. Record Nr.	UNINA9910146101303321
Autore	King Stephen <1931-2006.>
Titolo	A master class in brand planning [[electronic resource] ] : the timeless works of Stephen King // edited by Judie Lannon, Merry Baskin
Pubbl/distr/stampa	Chichester, West Sussex, England ; ; Hoboken, NJ, : John Wiley & Sons, c2007 ©2007
ISBN	1-119-20871-8 1-282-34290-8 9786612342905 0-470-72521-4
Edizione	[1st edition]
Descrizione fisica	1 online resource (397 p.)
Altri autori (Persone)	LannonJudie BaskinMerry
Disciplina	658.8/27
Soggetti	Branding (Marketing) - Management New products Brand name products Advertising - Management Marketing research
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa

Livello bibliografico	Monografia
Note generali	A selection of King's papers published during the past 30 years, with commentaries by current marketing practitioners.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	A Master Class in Brand Planning; Contents; Introduction; About the Book: How it Happened; Acknowledgements; About the Contributors; PART I PLANNING: ROLE AND STRUCTURE; 1 Who Do You Think You Are?; 2 How Brands and the Skills of Branding have Flowered; 3 The Price of Freedom is Eternal Vigilance; 4 The Market's Evolved, Why Hasn't Planning?; 5 Learning and Improvement, Not Proof and Magic Solutions; 6 The Media Planner's Revenge; PART II PLANNING: CRAFT SKILLS; 7 A Revolutionary Challenge to Conventional Wisdom; 8 Four of the Wisest Principles You Will Ever Read; 9 JWT's Debt to Stephen King 10 Short-Term Effects may be Easier to Measure but Long-Term Effects are More Important PART III MARKET RESEARCH; 11 A Theory that Built a Company; 12 The Great Bridge Builder: Searching for Order out of Chaos; 13 You Can't Make Sense of Facts until you've Had an Idea; 14 Measuring Public Opinion in an Individualistic World; 15 The Perfect Role Model for Researchers Today; PART IV MARKETING - GENERAL; 16 Old Brands Never Die. They Just get Sold for a Huge Profit; 17 The Retail Revolution gets Underway; 18 A Robust Defence of what Brand Advertising is For; 19 The Train to Strawberry Hill (1744) 20 A Challenge to Change Behaviour -- Resume of Stephen King's life -- Index.
Sommario/riassunto	In 1988, on Stephen King's retirement JWT published 'The King Papers' a small collection of Stephen King's published writings spanning 1967-1985. They remain timelessly potentially valuable but are an almost unexploited gold mine. This book is comprised of a selection of 20-25 of Stephen King's most important articles, each one introduced by a known and respected practitioner who, in turn, describes the relevance of the particular original idea to the communications environment of today. The worth of this material is that, although the context in which the original papers were written the worth of this material is that the principles underlying his thinking are entirely appropriate to marketing communications in today's more complex media environment." "The book serves as a reference book for today's practitioners, as well as a source of contemporary thinking."

3. Record Nr.	UNISALENTO991002017189707536
Autore	Ricci, Corrado <1858-1934>
Titolo	Architettura e scoltura del Medioevo nell'Italia meridionale / Corrado Ricci
Pubbl/distr/stampa	Stuttgart : J. Hoffmann, [19..]
Descrizione fisica	11 p., 96 c. di tav. : ill. ; 32 cm
Disciplina	720.945
Soggetti	Architettura - Italia meridionale Scultura - Italia meridionale
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia
4. Record Nr.	UNISALENTO991000141509707536
Autore	Nepi, Alberto
Titolo	Introduzione al project management : che cos'è, come si applica, tecniche e metodologie / Alberto Nepi
Pubbl/distr/stampa	Milano : Guerini e associati, 2006
ISBN	8883357701 9788883357701
Edizione	[3. ed. agg. e ampl.]
Descrizione fisica	447 p. ; 23 cm
Collana	Network strumenti
Disciplina	658.404
Soggetti	Progetti - Gestione Project management
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia

5. Record Nr.	UNIORUON00230967
Titolo	Presence de Gabriel Marcel. Cahier 1. Gabriel Marcel et la pensée allemande : Nietzsche, Heidegger, Ernst Bloch
Pubbl/distr/stampa	Paris, : Aubier, 1979
Descrizione fisica	142 p. ; 24 cm.
Disciplina	194
Soggetti	BLOCH ERNST Heidegger Martin MARCEL GABRIEL Nietzsche Friedrich Wilhem
Lingua di pubblicazione	Francese
Formato	Materiale a stampa
Livello bibliografico	Monografia