

1. Record Nr.	UNINA9910158876903321
Autore	Dane Lauren
Titolo	Diablo lake : Protected. / / Lauren Dane
Pubbl/distr/stampa	2017
ISBN	1-4882-0194-3
Edizione	[Unabridged.]
Descrizione fisica	1 online resource (7 audio files) : digital
Collana	Diablo Lake, ; 2.
Classificazione	FIC027020FIC027310FIC027440
Altri autori (Persone)	SokolovTatiana
Soggetti	Fiction Fantasy Romance
Lingua di pubblicazione	Inglese
Formato	Audiolibro
Livello bibliografico	Monografia
Sommario/riassunto	<p>New York Times bestselling author Lauren Dane welcomes you back to Diablo Lake, Tennessee: a town founded by witches, governed by werewolves and full of secrets Tensions are building in Diablo Lake as the two main rival Packs vie for control, and the town is divided along lines of Pack loyalty. Aimee Benton and Mac Pembry are on opposite sides and he seems to find excuses to spar with her daily. He's infuriating—not to mention charming, gorgeous and oh-so-lickable. Mac can't resist pushing Aimee's buttons. She's always been incredibly sexy, and the wolf in him craves a female with fire in her belly. When a heated argument ends with a sizzling kiss and Mac gets a taste of her, he craves more—and she can't seem to get enough of him, either. The forbidden nature of their attraction stokes their desires until they're secretly hooking up whenever they can. But then Mac's clan goes too far, and Aimee shuts him out. She's hurt and angry—but that's nothing compared to the rage Mac is feeling toward his own Pack. A fight is brewing that will plunge the whole town into chaos, and someone will have to cross Pack lines to keep the town's fragile peace from breaking apart for good. Book two of the Diablo Lake series</p>

2. Record Nr.	UNINA9910149174003321
Autore	Piercy Nigel
Titolo	Market-led strategic change : transforming the process of going to market / / Nigel F. Piercy
Pubbl/distr/stampa	London ; ; New York : , : Routledge, , 2017
ISBN	0-203-50776-2 1-135-05023-6 1-135-05024-4
Edizione	[Fifth edition.]
Descrizione fisica	1 online resource (710 pages) : illustrations, tables
Disciplina	658.8
Soggetti	Marketing - Management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references at the end of each chapters and index.
Nota di contenuto	pt. 1. Everything has changed, but everything is the same. -- pt. 2. Developing value-based strategy -- pt. 3. Processes for managing strategic transformation.
Sommario/riassunto	Market-Led Strategic Change , 5 th edition, has been fully revised and updated to reflect the realities of 21st century business and the practical issues for managers in the process of going to market. The world of business has changed dramatically, with a more complex environment, more demanding customers and radical new ways of going to market. This textbook develops a value-based strategy examining the roles of market sensing, customer value, organizational change and digital marketing in the implementation of strategy. This much-anticipated new edition has been carefully updated, now with Nigel Piercy's unique and clear-sighted views on the latest developments in marketing strategy, retaining Piercy's insightful, witty and provocative style. The text is supported throughout with brand new case studies from globally recognised companies such as Uber and Volkswagen, and covering topical issues such as the legalisation of marijuana and reinventing the healthcare business. Lecturers are assisted with a newly expanded collection of support materials including PowerPoint slides for each chapter, suggested frameworks for using the case studies in teaching, and case studies from previous

editions. If you're an ambitious marketing student or practitioner, whether you are new to strategic change through marketing or just want a different view, this is the book for you. Lecturers will find this engaging, funny, thought-provoking but always practical textbook is a sure way to get your students thinking and enthused.
