

1. Record Nr.	UNINA9910254907903321
Autore	Rizomyliotis Ioannis
Titolo	Business-to-Business Marketing Communications : Value and Efficiency Considerations in Recessionary Times / / by Ioannis Rizomyliotis, Kleopatra Konstantoulaki, Ioannis Kostopoulos
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Palgrave Macmillan, , 2017
ISBN	9783319587837 3319587838
Edizione	[1st ed. 2017.]
Descrizione fisica	1 online resource (XIII, 92 p. 2 illus.)
Disciplina	658
Soggetti	Advertising media planning Telemarketing Internet marketing Communication in organizations Strategic planning Leadership Technological innovations Media Planning Digital Marketing Corporate Communication Business Strategy and Leadership Innovation and Technology Management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	1. The Significance of Business-to-Business Marketing -- 2. Business-to-Business Marketing Communication During Recession -- 3. The Current Media Landscape in Business-to-Business Markets -- 4. Business-to-Business Print Ad Effectiveness: Some Empirical Evidence -- 5. Achieving Advertising Effectiveness Through Innovation -- 6. What is Next for Business-to-Business Marketing Communications?
Sommario/riassunto	This book addresses the rapidly changing Business-to-Business (B2B) marketing communication landscape, in particular the shrinking of

marketing budgets and the increasing demand for measurable results. Despite the rapid drop of print media usage, the authors suggest the need for increased accountability for the use of advertising media and highlight ways to boost effectiveness. The book provides a robust analysis of the current B2B environment along with a research-informed illustration of the future. Aiming to fill a gap in existing literature and offer new research findings, this study offers a comprehensive guide to assist practitioners in decision-making and a stimulating analysis of the B2B marketing communications landscape which will be of great interest to academics of marketing and communications.

2. Record Nr.	UNINA9911019869103321
Autore	Baker H. Kent (Harold Kent), <1944->
Titolo	Dividends and dividend policy // H. Kent Baker
Pubbl/distr/stampa	Hoboken, NJ, : John Wiley, c2009
ISBN	9786612368486 9781282368484 1282368486 9781118258408 1118258401 9780470471203 0470471204
Descrizione fisica	1 online resource (555 p.)
Collana	The Robert W. Kolb series in finance
Classificazione	QC 240 QP 700
Altri autori (Persone)	BakerH. Kent <1944-> (Harold Kent)
Disciplina	332.63221
Soggetti	Dividends Corporate governance
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	Dividends and Dividend Policy; Contents; Acknowledgments; PART I: Dividends and Dividend Policy: History, Trends, and Determinants; CHAPTER 1: Dividends and Dividend Policy: An Overview; CHAPTER 2:

The Historical Evolution of Dividends; CHAPTER 3: Trends in Dividends: Payers and Payouts; CHAPTER 4: Factors Influencing Dividends; CHAPTER 5: Cross-Country Determinants of Payout Policy: European Firms; PART II: Cash Dividends: Theoretical and Empirical Evidence; CHAPTER 6: Dividend Irrelevance Theory; CHAPTER 7: Residual Dividend Policy; CHAPTER 8: Taxes and Clientele Effects  
CHAPTER 9: Agency Costs and the Free Cash Flow HypothesisCHAPTER 10: Asymmetric Information and Signaling Theory; CHAPTER 11: Behavioral Explanations of Dividends; CHAPTER 12: The Firm Life Cycle Theory of Dividends; CHAPTER 13: The Catering Theory of Dividends; PART III: Share Repurchases; CHAPTER 14: Stock Repurchases: Theory and Evidence, Part 1; CHAPTER 15: Stock Repurchases: Theory and Evidence, Part 2; CHAPTER 16: Stock Repurchases and Dividends: Trade-Offs and Trends; CHAPTER 17: Beating the Market with Share Buybacks; PART IV: Other Distribution Methods; CHAPTER 18: Special Dividends  
CHAPTER 19: Stock Splits, Stock Dividends, and Reverse Stock SplitsCHAPTER 20: Dividend Reinvestment Plans; PART V: Survey Evidence on Dividends and Dividend Policy; CHAPTER 21: Cash Dividends and Stock Repurchases; CHAPTER 22: Stock Splits, Stock Dividends, and Dividend Reinvestment Plans; CHAPTER 23: Why Individual and Professional Investors Want Dividends; PART VI: Other Dividend Issues; CHAPTER 24: Why Firms Begin Paying Dividends: Value, Growth, and Life Cycle Effects; CHAPTER 25: Dividend Policy and Corporate Governance; CHAPTER 26: Dividend Policy in Regulated Industries  
CHAPTER 27: Dividend Policy in a Global PerspectiveCHAPTER 28: Dividend Policy in Emerging Markets; Index

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#### Sommario/riassunto

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Dividends And Dividend Policy As part of the Robert W. Kolb Series in Finance, Dividends and Dividend Policy aims to be the essential guide to dividends and their impact on shareholder value. Issues concerning dividends and dividend policy have always posed challenges to both academics and professionals. While all the pieces to the dividend puzzle may not be in place yet, the information found here can help you gain a firm understanding of this dynamic discipline. Comprising twenty-eight chapters-contributed by both top academics and financial experts in the field-this well-rounded resourc

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