

1. Record Nr.	UNISA990006066570203316
Autore	GOR'KIJ, Maksim
Titolo	Giovinezza tormentata : romanzo / Massimo Gorki ; traduzione e prefazione di Rodolfo Jacuzio Ristori
Pubbl/distr/stampa	Roma : Jandi-Sapi, 1944
Descrizione fisica	111 p. ; 18 cm
Collana	Italiani e stranieri ; 15
Collocazione	XV.9.M. 793
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia
2. Record Nr.	UNINA9910254911703321
Titolo	Marketing at the Confluence between Entertainment and Analytics : Proceedings of the 2016 Academy of Marketing Science (AMS) World Marketing Congress / / edited by Patricia Rossi
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Springer, , 2017
ISBN	3-319-47331-X
Edizione	[1st ed. 2017.]
Descrizione fisica	1 online resource (XLIV, 1595 p. 53 illus., 30 illus. in color.)
Collana	Developments in Marketing Science: Proceedings of the Academy of Marketing Science, , 2363-6173
Disciplina	658.872
Soggetti	Customer relations - Management Telemarketing Internet marketing Strategic planning Leadership Customer services Customer Relationship Management Digital Marketing Business Strategy and Leadership Customer Service and Call Center

Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references at the end of each chapters.
Nota di contenuto	<p>Advertising Communication -- Branding and Brand Management -- Business-to-Business Marketing -- Cause- and Health-related Marketing and Consumer Well-being -- Children, Family and/or Senior Marketing -- Consumer Decision Making -- Cross-Cultural, Multicultural and/or International Marketing -- Digital and/or Internet Communication -- Ethics, Social Responsibility, Environmental and/or Sustainable Marketing -- Fashion and/or Luxury Marketing -- Marketing in Emerging Markets -- Marketing Research: Methods, Measures, Analytics and/or Big Data Research -- Marketing Strategy -- New Product (Service) Innovations, Creativity, Pricing and/or Customer Value -- Personal Selling and Sales Management -- Relationship/Services/Customer Relationship Marketing -- Retailing -- Social Media Marketing -- Sponsorship-linked Communication and/or Product Placement -- Supply Chain Management, Channel and/or Distribution Marketing -- Tourism, Hospitality and/or Environmental Marketing -- Wine and/or Food Marketing. .</p>
Sommario/riassunto	<p>This volume presents the full proceedings of the 2016 Academy of Marketing Science (AMS) World Marketing Congress held in Paris, France. It contains current research in marketing from academics, scholars, and practitioners from around the world. Focusing on advancing marketing theory and practice, this volume will help marketers to move forward in providing value for companies, consumers, and society. Founded in 1971, the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory, research, and practice. Among its services to members and the community at large, the Academy offers conferences, congresses, and symposia that attract delegates from around the world. Presentations from these events are published in this Proceedings series, which offers a comprehensive archive of volumes reflecting the evolution of the field. Volumes deliver cutting-edge research and insights, complementing the Academy's flagship journals, the Journal of the Academy of Marketing Science (JAMS) and AMS Review. Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science.</p>