

1. Record Nr.	UNINA9910165228703321
Titolo	Prophecies of Nostradamus
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ISBN	9783736803374 3736803370
Soggetti	Prophecies Precognition
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Sommario/riassunto	Here are the complete prophecies of Nostradamus. Nostradamus is the best known and most accurate mystic and seer of all times. There are those who say that he predicted Napoleon and even the attack on the World Trade Center. Read the prophecies and judge for yourself.

2. Record Nr.	UNINA9910254944703321
Titolo	Rediscovering the Essentiality of Marketing : Proceedings of the 2015 Academy of Marketing Science (AMS) World Marketing Congress / / edited by Luca Petruzzellis, Russell S. Winer
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Springer, , 2016
ISBN	3-319-29877-1
Edizione	[1st ed. 2016.]
Descrizione fisica	1 online resource (XXXIII, 987 p. 23 illus., 11 illus. in color.)
Collana	Developments in Marketing Science: Proceedings of the Academy of Marketing Science, , 2363-6173
Classificazione	JEL.C2
Disciplina	650
Soggetti	Customer relations - Management Strategic planning Leadership Telemarketing Internet marketing Customer Relationship Management Business Strategy and Leadership Digital Marketing
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Advertising Communication -- Business-to-Business Marketing -- Consumer Behavior -- Cross-Cultural Research -- Digital and Social Media Marketing -- Distribution and Supply Chain Management -- Entrepreneurship and Small Business -- Health and Social Marketing -- Innovation and Creativity -- Integrated Marketing Communication -- International Marketing -- Luxury, Fashion and Wine Marketing -- Marketing Strategy -- Pricing and Price-Related Issues -- Product and Branding Strategies -- Relationship Marketing -- Retailing -- Selling and Sales Management -- Sensory Marketing -- Services Marketing -- Tourism and Hospitality.
Sommario/riassunto	This book contains the full proceedings of the 2015 Academy of Marketing Science World Marketing Congress held in Bari, Italy. The current worldwide business environment is leading marketing scholars

and practitioners to reconsider a number of historical and current views of the marketplace and how it functions. Further, determining new marketing theories and practical methods whose effectiveness can be truly measured must be added to the list of current challenges for today and tomorrow. In such a period in marketing history, achieving and managing efficient and effective marketing actions is a necessity. Determining such actions is based on practical experience, solid theory and appropriate research methodology. The enclosed papers focus on new research ideas on vibrant topics that can help academics and practitioners gain new perspectives and insights into today's turbulent marketplace. 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, complimenting the Academy's flagship journals, 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.
