1.	Record Nr.	UNISA996384550403316
	Autore	Chauncy Isaac <1632-1712.>
	Titolo	Neonomianism unmask'd, or, The ancient gospel pleaded against the other, called a new law or gospel [[electronic resource]] : in a theological debate, occasioned by a book lately wrote by Mr. Dan. Williams, entituled, Gospel-truth stated and vindicated ... / / by Isaac Chauncy .
	Pubbl/distr/stampa	London, : Printed for J. Harris ..., 1692-1693
	Descrizione fisica	3 pts. ([9], 40 p., [6], 82 p., [2], 83-336, 104 p.)
	Soggetti	Neonomianism
	Lingua di pubblicazione	Inglese
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
	Note generali	"The second part" and its continuation are paged continuously and each has special t.p. with imprint: London : Printed for H. Barnard, 1693; pt. 3 has no t.p. The "continuation of the second part" and pt. 3 were reissued together with "a rejoynder to Mr. Daniel Williams" and other tracts in 1697 as: The plea for the ancient gospel. Errata: p. [9] at beginning; p. [6] after 1st pt.; p. 336 and p. 104 at end. Advertisements: p. 103-104 at end. Reproduction of original in British Library.
	Sommario/riassunto	eebo-0018

2.	Record Nr.	UNINA9910298466303321
	Autore	Hurrle Daniel
	Titolo	Social Media for Scientific Institutions : How to Attract Young Academics by Using Social Media as a Marketing Tool / / by Daniel Hurrle, Julia Postatny
	Pubbl/distr/stampa	Wiesbaden : , : Springer Fachmedien Wiesbaden : , : Imprint : Springer Gabler, , 2015
	ISBN	3-658-08822-2
	Edizione	[1st ed. 2015.]
	Descrizione fisica	1 online resource (131 p.)
	Collana	BestMasters, , 2625-3577
	Disciplina	330 351 650 658.8
	Soggetti	Marketing Management Public administration Public Administration
	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.
	Nota di contenuto	Social Media Environment and Marketing -- Scientific Institutions and Young Academics -- Online Survey, Benchmark Analysis and Expert Interviews -- Social Media Concept: Content, Platforms, Monitoring.
	Sommario/riassunto	This book covers relevant topics of social media in the area of research institutes. Daniel Hurrle and Julia Postatny follow the research question of how social media can empower the communication of such institutes by using the example of the Berlin-Brandenburg Academy of Sciences and Humanities. Based on a comprehensive analysis of the designated target group of young academics, a holistic social media concept is developed with clear guidelines for immediate application and implementation. Diagrams, illustrations, models and short summaries after each section facilitate the understanding of the process and complex decisions, and lead the reader gently through the topic. Contents Social Media Environment and Marketing Scientific Institutions and Young Academics Online Survey, Benchmark Analysis and Expert

Interviews Social Media Concept: Content, Platforms, Monitoring Target Groups Researchers and students in the fields of business administration, marketing, communications, social media, public relations, and communications sciences Practitioners in these areas The Authors Daniel Hurrle and Julia Postatny completed their Master's Degree under the supervision of Prof. Dr. Dirk-Mario Boltz in International Marketing Management (M.A.) at the Berlin School of Economics and Law. With several long-term stays in the USA, Canada, Singapore and Europe along with hands-on experience in international companies they gained outstanding skills and know-how for their future marketing career.