

1.	Record Nr.	UNISA990003594430203316
	Autore	CURCIC, Slobodan
	Titolo	Architecture in the Balkans : from Diocletian to Süleyman the Magnificent / Slobodan uri
	Pubbl/distr/stampa	New Haven : Yale University Press, 2010
	ISBN	978-0-300-11570-3
	Descrizione fisica	XII, 913 p. : ill. ; 30 cm
	Disciplina	720.9496
	Soggetti	Architettura - Paesi balcanici
	Collocazione	XII.2.A. 513
	Lingua di pubblicazione	Inglese
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
2.	Record Nr.	UNINA9910711910503321
	Autore	Yevjevich Vujica M. <1913->
	Titolo	Bibliography and discussion of flood-routing methods and unsteady flow in channels / / by Vujica M. Yevdjevich
	Pubbl/distr/stampa	[Washington, D.C.] : , : United States Department of the Interior, Geological Survey, , 1964 Washington : , : United States Government Printing Office
	Descrizione fisica	1 online resource (iii, 235 pages)
	Collana	Geological Survey water-supply paper ; ; 1690
	Soggetti	Channels (Hydraulic engineering) Flood routing Flood control Bibliographies.
	Lingua di pubblicazione	Inglese
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
	Note generali	"Prepared in cooperation with the Soil Conservation Service of the U.S.

Department of Agriculture."

Nota di bibliografia

Includes bibliographical references and index.

3. Record Nr.

UNINA9910298475103321

Autore

Posthumus Jan

Titolo

Use of Market Data in the Recruitment of High Potentials : Segmentation and Targeting in Human Resources in the Pharmaceutical Industry / / by Jan Posthumus

Pubbl/distr/stampa

Wiesbaden : , : Springer Fachmedien Wiesbaden : , : Imprint : Springer Gabler, , 2015

ISBN

3-658-10376-0

Edizione

[1st ed. 2015.]

Descrizione fisica

1 online resource (214 p.)

Collana

Springer Gabler Research

Disciplina

330
658.3
658.8
658.83

Soggetti

Marketing
Marketing research
Personnel management
Market Research/Competitive Intelligence
Human Resource Management

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

Management and Identification of High Potentials.- Marketing Concepts -- Marketing within Human Resources.- Market Research. - Contingency Theory -- Implications for Recruiters and Corporate HR.

Sommario/riassunto

In his study, Jan Posthumus uses the grounded theory method to explore the implementation of marketing instruments such as segmentation and targeting in the recruitment of high potentials in the pharmaceutical industry. The implementation of these instruments can best be understood as the result of an interaction between four categories: the identified internal need for certain groups of high potentials; the scarcity of these groups of high potentials in the market;

the attitudes, opinions, and strategies within human resources; and the technological capabilities. Depending on the situation, different recruitment instruments are used to recruit high potentials. However, the interviewees did not use an explicit high potential recruitment profile, though they implicitly search for varying combinations of high-potential characteristics such as: intelligence and agility, engagement, the ability to perform in various environments, and the ability to manage one's energy levels. Contents Management and Identification of High Potentials Marketing Concepts Marketing within Human Resources Market Research Contingency Theory Implications for Recruiters and Corporate HR Target Groups Researchers, students, and practitioners in the fields of management, marketing, market research and human resources. The Author Dr. Jan Posthumus received his PhD from the International School of Management in Paris. He is now a guest lecturer at the Baden-Wuerttemberg Cooperative State University Loerrach, Germany.
