

1. Record Nr.	UNISALENT0991002277659707536
Autore	Matthews, Robert Charles Oliver
Titolo	Il ciclo economico / R.C.O. Matthews
Pubbl/distr/stampa	Milano : Feltrinelli, 1962
Descrizione fisica	296 p. : ill. ; 22 cm.
Collana	Saggi di economia e scienze sociali [Feltrinelli] ; 5
Altri autori (Persone)	Rognoni, Maria Carmela Lizzeri, Giancarlo
Disciplina	338.54
Soggetti	Cicli economici
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Trad. G. Lizzeri e M. C. Rognoni Tit. orig.: The trade cycle

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Titolo	Proceedings of the 1987 Academy of Marketing Science (AMS) Annual Conference // edited by Jon M. Hawes, George B. Glisan
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Springer, , 2015
ISBN	3-319-17052-X
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Descrizione fisica	1 online resource (562 p.)
Collana	Developments in Marketing Science: Proceedings of the Academy of Marketing Science, , 2363-6173
Disciplina	330 658.4092 658.8 658.81
Soggetti	Marketing Strategic planning Leadership Sales management Business Strategy and Leadership Sales and Distribution
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 at the end of each chapters and index.
Nota di contenuto	Foreword -- Preface -- Consumer Behavior -- International Marketing -- Marketing Education -- Marketing Management -- Sales Force Management—Industrial Marketing -- Marketing of Services -- Research Methodology -- Research in Progress.
Sommario/riassunto	This volume includes the full proceedings from the 1987 Academy of Marketing Science (AMS) Annual Conference held in Bal Harbour, Florida. It provides a variety of quality research in the fields of marketing theory and practice in areas such as consumer behaviour, marketing management, marketing education, and international marketing, among others. 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, 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.
