

1. Record Nr.	UNISANNIOMIL0321047
Autore	Casson, Mark
Titolo	Information and organization : a new perspective on the theory of the firm / Mark Casson
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Descrizione fisica	XII, 314 p. : ill. ; 24 cm.
Disciplina	338.5
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Lingua di pubblicazione	Inglese
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2. Record Nr.	UNINA9910298520203321
<b>Titolo</b>	Proceedings of the 1991 Academy of Marketing Science (AMS) Annual Conference // edited by Robert L. King
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<b>Collana</b>	Developments in Marketing Science: Proceedings of the Academy of Marketing Science, , 2363-6173
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<b>Soggetti</b>	Marketing Strategic planning Leadership Sales management Business Strategy and Leadership Sales and Distribution
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<b>Note generali</b>	Description based upon print version of record.
<b>Nota di bibliografia</b>	Includes bibliographical references and index.
<b>Nota di contenuto</b>	Buyer Behavior -- Channel Management -- International Marketing -- Marketing Education -- Marketing of Services -- Minority Marketing -- Product Pricing Management -- Promotion Management -- Research Methodology.
<b>Sommario/riassunto</b>	This volume includes the full proceedings from the 1991 Academy of Marketing Science (AMS) Annual Conference held in Fort Lauderdale, Florida. The research and presentations offered in this volume cover many aspects of marketing science including marketing strategy, consumer behavior, international marketing, services marketing, marketing education, 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.

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