

1. Record Nr.	UNINA9910456598803321
Autore	Moore Karl <1955-, >
Titolo	Marketing : the basics / / Karl Moore and Niketh Pareek
Pubbl/distr/stampa	London ; ; New York : , : Routledge, , 2010
ISBN	1-134-17889-1 1-135-22591-5 1-282-44409-3 9786612444098 0-203-87034-4
Edizione	[2nd ed.]
Descrizione fisica	1 online resource (246 p.)
Collana	The basics
Altri autori (Persone)	PareekNiketh
Disciplina	658.8
Soggetti	Consumer behavior - Research Export marketing - Management Marketing research Marketing - Management Electronic books.
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 and index.
Nota di contenuto	BOOK COVER; TITLE; COPYRIGHT; CONTENTS; LIST OF ILLUSTRATIONS; INTRODUCTION; 1 WHAT IS MANAGEMENT?; 2 MARKETING AS A CORPORATE FUNCTION; 3 SEGMENTATION, TARGETING AND POSITIONING; 4 ONLINE MARKETING; 5 PRODUCT AND PLACEMENT; 6 PRICE; 7 PROMOTION; 8 PEOPLE; 9 MARKET RESEARCH: SEEKING DEEP INSIGHT INTO THE CUSTOMER'S WORLD AND MIND; 10 GLOBAL MARKETING; GLOSSARY; INDEX
Sommario/riassunto	'...a punchy, stripped-down version of what marketing is all about.' - The Times Higher Education Supplement If you have a product you're looking to market, or you're seeking to learn more about the potential of online marketing, Marketing: The Basics tells you everything you need to know about the techniques marketers use to push their product to the 'tipping point'. The essentials of e-commerce are explored and explained, along side more traditional marketing approaches in this revised and updated new edition. This book: <LI

2. Record Nr.	UNINA9910299587803321
Autore	Chandra Sushil
Titolo	Aesthetics: Quantification and Deconstruction : A Case Study in Motorcycles / / by Sushil Chandra
Pubbl/distr/stampa	Singapore : , : Springer Singapore : , : Imprint : Springer, , 2018
ISBN	981-10-6235-8
Edizione	[1st ed. 2018.]
Descrizione fisica	1 online resource (XIII, 233 p. 155 illus., 140 illus. in color.)
Collana	Design Science and Innovation, , 2509-5986
Disciplina	701.03
Soggetti	Engineering design Industrial engineering Production engineering Automobile industry and trade Aesthetics Engineering Design Industrial and Production Engineering Automotive Industry
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references at the end of each chapters.
Sommario/riassunto	This book addresses a perennial challenge for product planners and designers alike: how to objectively specify and quantify the aesthetics of products. It provides automotive product planners with a framework for the grammar of aesthetics and a tool for quantifying the aesthetics of an intended product. Further, it equips styling designers with a tool for connecting engineering and aesthetics. Given the author's extensive experience in motorcycle design, the motorcycle has been chosen as the frame of reference for automobiles. Specifically in the field of automobile design, where engineering and aesthetics go hand in hand, it also becomes important to clearly and objectively define the relationship between engineering design and aesthetics. Accordingly, this book (1) clearly establishes the objective parameters of aesthetics, (2) puts forward a method for quantifying aesthetics, (3) identifies the engineering design parameters affecting aesthetics, and (4) determines

the relationship between parameters of aesthetics and engineering design. As such, it offers a useful guide not only for design professionals, but also for students and researchers of design.

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