1. Record Nr. UNINA9910155152903321

Autore	Dwight David
Titolo	Critical thinking for marketers : learn how to think, not what to think . Volume I / / David Dwight, Terry Grapentine, and David Soorholtz
Pubbl/distr/stampa	New York, New York (222 East 46th Street, New York, NY 10017) : , : Business Expert Press, , 2017
ISBN	1-63157-117-6
Edizione	[First edition.]
Descrizione fisica	1 online resource (xi, 177 pages)
Collana	Marketing strategy collection, , 2150-9662
Disciplina	153.42
Soggetti	Critical thinking Marketing
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references (pages 169-173) and index.
Nota di contenuto	Section I. Basic concepts -- 1. Overview -- 2. The nature of marketing arguments -- 3. The nature of logical fallacies -- Section II. Informal and formal logical fallacies -- 4. Formal logical fallacies in marketing: introduction -- 5. Informal logical fallacies in marketing: introduction -- Notes -- References -- Index.
Sommario/riassunto	Provides information and guidelines on not only how to develop good arguments, but also what it means to develop a good argument. For example, the book describes two basic kinds of arguments--deductive and inductive--and how to examine whether such arguments are "good" or not. To do this, the book explains 60 logical fallacies--or errors in reasoning-- that marketers should avoid. Additionally, the authors' several "Think Better" discussions that examine how fields such as philosophy, behavioral economics, and marketing theory have informed the principles of critical thinking in marketing.

2. Record Nr. UNINA9910303445103321

Autore	Greuel G.-M (Gert-Martin)
Titolo	Singular Algebraic Curves : With an Appendix by Oleg Viro / / by Gert-Martin Greuel, Christoph Lossen, Eugenii Shustin
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Springer, , 2018
ISBN	3-030-03350-3
Edizione	[1st ed. 2018.]
Descrizione fisica	1 online resource (XX, 553 p. 74 illus.)
Collana	Springer Monographs in Mathematics, , 1439-7382
Disciplina	516.35
Soggetti	Geometry, Algebraic Algebraic Geometry
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Zero-Dimensional Schemes for Singularities -- Global Deformation Theory -- H 1-Vanishing Theorems -- Equisingular Families of Curves.
Sommario/riassunto	Singular algebraic curves have been in the focus of study in algebraic geometry from the very beginning, and till now remain a subject of an active research related to many modern developments in algebraic geometry, symplectic geometry, and tropical geometry. The monograph suggests a unified approach to the geometry of singular algebraic curves on algebraic surfaces and their families, which applies to arbitrary singularities, allows one to treat all main questions concerning the geometry of equisingular families of curves, and, finally, leads to results which can be viewed as the best possible in a reasonable sense. Various methods of the cohomology vanishing theory as well as the patchworking construction with its modifications will be of a special interest for experts in algebraic geometry and singularity theory. The introductory chapters on zero-dimensional schemes and global deformation theory can well serve as a material for special courses and seminars for graduate and post-graduate students.Geometry in general plays a leading role in modern mathematics, and algebraic geometry is the most advanced area of research in geometry. In turn, algebraic curves for more than one century have been the central subject of algebraic geometry both in fundamental theoretic questions and in applications to other fields of mathematics and mathematical physics.

Particularly, the local and global study of singular algebraic curves involves a variety of methods and deep ideas from geometry, analysis, algebra, combinatorics and suggests a number of hard classical and newly appeared problems which inspire further development in this research area.