

1. Record Nr.	UNINA9910538802903321
Autore	Barringer Bruce R
Titolo	Launching a business [[electronic resource]] : the first 100 days // Bruce Barringer
Pubbl/distr/stampa	[New York, N.Y.] (222 East 46th Street, New York, NY 10017), : Business Expert Press, 2013
ISBN	1-60649-398-1
Edizione	[1st ed.]
Descrizione fisica	1 online resource (256 p.)
Collana	Entrepreneurship and small business management collection, , 1946-5661
Disciplina	658.11
Soggetti	New business enterprises - Management Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Part of: 2013 digital library.
Nota di contenuto	Introduction -- Section 1. Prelaunch days 1-30 -- Legal requirements part 1 -- Legal requirements part 2 -- Getting up and running -- Bookkeeping and financial management -- Protecting your intellectual property -- Establishing a professional image -- Establishing an online presence -- Section 2. Postlaunch days 31-100 -- Creating a sales process and your first sale -- Marketing -- Operations -- Managing a business's money -- Hiring your first employee -- Day-to-day challenges of operating a business -- Index.
Sommario/riassunto	This is a hands-on book that focuses on the tasks that a new business owner must complete in the first 100 days of launching a business. Think of it this way. Imagine you've conceived a business idea, written a business plan, raised seed capital, and are set to launch your business on October 1. Now, what would you actually do on October 1, October 2, October 3, and so forth? How would you set your priorities? How would you know which tasks are the most urgent? Although the answers to these questions vary depending on the business, there are a set of key activities that all businesses must accomplish to get their businesses off to a good (and legally proper) start. Examples include securing the proper business licenses and permits, setting up a bookkeeping system, negotiating a lease, buying insurance, entering into contracts with vendors, recruiting and hiring employees, making

the first sale, and so on. Broader issues such as developing a business model and building a brand will be touched upon. But the primary focus of the book will be on the practical issues that a business owner needs to accomplish, and needs to accomplish correctly, to get a business off to a good start.

2. Record Nr.	UNINA9910342956903321
Autore	Tolan John
Titolo	L'Europe latine et le monde arabe au Moyen Âge : Cultures en conflit et en convergence // John Tolan
Pubbl/distr/stampa	Rennes, : Presses universitaires de Rennes, 2019
ISBN	2-7535-6665-8 2-7535-1892-0
Descrizione fisica	1 online resource (230 p.)
Soggetti	History Medieval & Renaissance Studies religion sarrasin musulman chrétien croisade islam relique païen martyr missionnaire muezzin Europe Moyen Âge
Lingua di pubblicazione	Francese
Formato	Materiale a stampa
Livello bibliografico	Monografia

Les douze essais de ce livre explorent les diverses manières dont des auteurs chrétiens d'Europe, entre le IX^e et le XIV^e siècle, percevaient ceux qu'ils appelaient les « Sarrasins ». À une époque où le monde arabe était plus riche, plus puissant et plus lettré que l'Europe latine, les « Sarrasins » provoquaient à la fois la fascination, l'envie et la peur. Nous verrons dans certains des essais comment divers auteurs chrétiens composèrent des traités polémiques, dont le but était d'attaquer ou de réfuter les doctrines et rites de l'islam. Ils s'attaquaient parfois aux bases mêmes de la religion rivale : le texte du Coran, la vie du prophète Mahomet. Certains de ces auteurs font état de tensions quotidiennes dans les sociétés où musulmans et chrétiens cohabitaient : dégoût ou mépris provoqué par le tintement des cloches ou la voix du muezzin ; incompréhensions causées par des barrières linguistiques. Mais pour d'autres auteurs latins, l'orient sarrasin était un espace onirique où chrétiens et musulmans partageaient des sites consacrés à la Vierge Marie et où se trouvaient des princes qui étaient des modèles de la chevalerie et de la largesse (tel Saladin). Ces essais montrent toute l'ambivalence du regard européen envers la civilisation arabe et envers la religion musulmane.
