

1. Record Nr.	UNINA990003672750403321
Autore	O'Connor, James
Titolo	Ventesimo secolo da dimenticare : un bilancio del novecento fra sconfitte del movimento operaio e trionfo del capitale globale / James O'Connor ; traduzione di G. Ricoveri
Pubbl/distr/stampa	Roma : DataNews, 1993
ISBN	88-7981-094-4
Descrizione fisica	79 p.
Collana	Short book
Locazione	DECSE
Collocazione	SEMIS.085.13-
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia

2. Record Nr.	UNINA9910450252703321
Titolo	The academic/practitioner divide in marketing - myth or reality? [[electronic resource] /] / Guest editor, Ross Brennan
Pubbl/distr/stampa	Bradford, England, : Emerald Group Publishing, c2004
ISBN	1-280-51432-9 9786610514328 1-84544-168-0
Descrizione fisica	1 online resource (107 p.)
Collana	Marketing Intelligence & Planning. No. 5 ; ; Vol. 22
Altri autori (Persone)	BrennanRoss
Disciplina	658.8
Soggetti	Marketing Marketing research Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	CONTENTS; EDITORIAL ADVISORY BOARD; Abstracts and keywords; GUEST EDITORIAL: Should we worry about an "academic-practitioner divide" in marketing?; Business-to-business marketing What is important to the practitioner?; In search of relevance Is there an academic-practitioner divide in business-to-business marketing?; Barriers to practical use of academic marketing knowledge; Refocusing marketing to reflect practice The changing role of marketing for business; How effectively do marketing journals transfer useful learning from scholars to practitioners? Making marketers accountable: a failure of marketing education?In search of relevance and rigour for research in marketing; A call to arms for applied marketing academics
Sommario/riassunto	In marketing, as in other areas of management studies, there is a feeling abroad that lines of communication need to be improved between those who work largely in the academic sphere and the practitioner community. Introduces the papers presented in this special issue, which explore the nature of the "academic-practitioner divide", investigate the reasons for it and the barriers to communication that exist, and put forward ideas for improving the effectiveness of

academic-practitioner collaboration. However, members of the academic community should carefully avoid a headlong and uncritical
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3. Record Nr.	UNISA996396705203316
Titolo	The Doctrine of the Catholick Church and of the Church of England concerning the blessed Trinity [[electronic resource]] : explained and asserted against the dangerous heterodoxes in a sermon by Dr. William Sherlock before my Lord Mayor and the court of aldermen
Pubbl/distr/stampa	London, : Printed for Richard Baldwin ..., 1697
Descrizione fisica	[4], 3-29 p
Soggetti	Philosophy and religion Trinity
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Half-title: Remarks on Dr. Sherlock's sermon of The danger of corrupting the faith by philosophy. Reproduction of original in Huntington Library.
Sommario/riassunto	eebo-0113