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Autore	Birn Robin
Titolo	Marketing in Publishing [[electronic resource]]
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Descrizione fisica	1 online resource (171 p.)
Altri autori (Persone)	ForsythPatrick
Disciplina	070.50688
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Sommario/riassunto	Marketing in Publishing, offers a wealth of practical information on creative strategies to increase book sales in a competitive and rapidly-changing marketplace. It is the first comprehensive study in this area to be published since the ending of the Net Book Agreement. Patrick Forsyth, now a marketing consultant, draws in his many years' experience of the publishing industry to reinstate marketing firmly where it should be: as an integral and integrated part of the whole marketing process. Marketing in Publishing gives expert guidance on different elements of the mark

2. Record Nr.	UNISA996234842203316
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ISBN	3-11-033170-5 3-11-039001-9
Descrizione fisica	1 online resource (viii, 310 pages) : illustrations, maps
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Nota di contenuto	Pre-Mongol Khurasan. a historical introduction / David Durand-Durand-Guedy -- Khorasan proper and greater Khorasan within a politico-cultural framework / Rocco Rante -- La crise d'aridite climatique de la fin du 3eme millenaire av. J.aEC., a la lumiere des contextes geomorphologiques de 3 sites d'Iran Oriental (Bam, Tepe Damghani, Jiroft) / Eric Fouache, Henri-Paul Francfort, Claude Cosandey, Chahryar Adle -- From Parthian to Islamic Nisa / Carlo Lippolis and Vito Messina -- Merv on Khorasanian trade routes from the 10th-13th centuries / Paul Wordsworth -- Ancient Herat Revisited. New Data from Recent Archaeological Fieldwork / Ute Franke -- Trois mosquées du début de l'ère islamique au Grand Khorassan : Bastam Noh-gonbadan/Haji-Piyadah de Balkh et Zuzan d'après des investigations archéologiques / Chahryar Adle -- Le paysage urbain de Nishapur / Haeedeh Laleh, Abolfazl Mokarramifar, Zahra Lorzadeh -- Nouvelles recherches sur la céramique de Nishapur : la prospection du Shahrestan / Annabelle Collinet -- Archaeological Material in the Museum Setting: The Metropolitan Museum of Art's Excavations at Nishapur / Marika Sardar -- Nishapur Ceramics in the Metropolitan

Museum of Art: 70 years of Restoration Techniques / Vicki Parry -- Le Grand Khorasan: Datation par des méthodes physico-chimiques (carbone 14 et luminescence) / Antoine Zink, Elisa Porto, Pascale Richardin, Nathalie Gandolfo, Rocco Rante -- Index.

Sommario/riassunto

The modern sense of "Greater Khorasan" today corresponds to a territory which not only comprises the region in the east of Iran but also, beyond Iranian frontiers, a part of Afghanistan and Turkmenistan. In the past this entity was simply defined as Khorasan. In the Sassanid era Khorasan defined the "Eastern lands". In the Islamic era this term was again taken up in the same sense it previously enjoyed. The Arab sources of the first centuries all mention the eastern regions under the same toponym, Khorasan. Khorasan was the gateway used by Alexander the Great to go into Bactria and India and, inversely, that through which the Seljuks and Mongols entered Iran. In a diachronic context Khorasan was a transit zone, a passage, a crossroads, which, above all in the medieval period, saw the creation of different commercial routes leading to the north, towards India, to the west and into China. In this framework, archaeological researches will be the guiding principle which will help us to take stock of a material culture which, as its history, is very diversified. They also offer valuable elements on commercial links between the principal towns of Khorasan. This book will provide the opportunity to better know the most recent elements of the principal constitutive sites of this geographical and political entity.
