

1.	Record Nr.	UNINA990000187630403321
	Autore	Besenzoni, Roberto
	Titolo	1. : 98 p. : ill.
	Pubbl/distr/stampa	Bergamo : Editrice San Marco, 1972-
	Descrizione fisica	v. ; 24 cm
	Disciplina	671.5
	Locazione	FINBC
	Collocazione	13 B 33 27
	Lingua di pubblicazione	Italiano
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
2.	Record Nr.	UNINA9910452504403321
	Autore	Li Charlene
	Titolo	The seven success factors of social business strategy [[electronic resource] /] / Charlene Li, Brian Solis
	Pubbl/distr/stampa	San Francisco, : Jossey-Bass, 2013
	ISBN	1-118-71592-6 1-118-71590-X
	Edizione	[1st edition]
	Descrizione fisica	1 online resource (86 p.)
	Collana	Jossey-Bass short format series
	Altri autori (Persone)	SolisBrian
	Disciplina	658.4 658.4012
	Soggetti	Management - Social aspects Social media Marketing - Social aspects Success in business 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.

Nota di contenuto

The Seven Success Factors of Social Business Strategy; Copyright; Contents; 1 The Evolution of Social Business; Creating a Coherent Social Business Strategy; Introducing the Seven Success Factors of Social Business Strategy; How to Use This Book; 2 Laying Foundations: Goals, Vision, and Executive Support; Success Factor #1: Define the Overall Business Goals; Identifying Which Goals Matter; Exercise: Connect Social Goals to Organizational Goals; Tying Social Strategy to Business Goals: The Metric Holy Grail; What Happens When Business Goals Aren't Clear?
Success Factor #2: Establish the Long-Term Vision Creating a Vision Statement; Exercise: Writing a Vision Statement; Success Factor #3: Ensure Executive Support; Garnering Executive Engagement; Best Practices: Getting Executives Onboard; 3 Setting the Strategy Roadmap: Identify and Prioritize Initiatives; Success Factor #4: Define the Strategy Roadmap; Identify Initiatives; Prioritize Initiatives Against Capabilities and Value; Create a Long-Term Roadmap; 4 Aligning the Organization: Establishing Governance; Success Factor #5: Establish Governance and Guidelines; Defining the CoE
Defining Guidelines and Process Beware the Center of Excellence Pitfalls; 5 Aligning Resources and Technology; Success Factor #6: Secure Staff, Resources, and Funding; Staffing; Education and Best Practice Sharing; Funding and the Use of Pilot Programs; Success Factor #7: Invest in Technology Platforms That Map to Strategy; Plan to Evolve Your Monitoring Platform; To Scale, Invest in a Social Media Management System; Conclusion; Notes; Acknowledgments; About the Authors

Sommario/riassunto

How to align social media with business strategy for real results For years now, businesses have approached social media in an experimental fashion unconnected to real results. There's a reason why the question about ROI is met with such hostility. But it's time for businesses to get serious about social. In this concise e-book, noted authors and disruptive technology analysts Charlene Li and Brian Solis present seven powerful factors for designing and supporting an effective social business strategy. Li and Solis studied how the best companies create measurable value that aligns with overall

3. Record Nr.	UNINA9910783736503321
Titolo	Birthrights : law and ethics at the beginnings of life // edited by Robert Lee and Derek Morgan
Pubbl/distr/stampa	Hoboken, : Taylor and Francis, 2004
ISBN	1-134-98333-6
Descrizione fisica	1 online resource (xxv, 221 pages)
Altri autori (Persone)	LeeR. G <1952-> (Robert Gregory) MorganDerek
Disciplina	174.25 344.104419 344.41/0419 344.104419 344.410419 344.410419344.104419
Soggetti	Artificial insemination, Human - Law and legislation - Great Britain Fertilization in vitro, Human - Law and legislation - Great Britain Human reproduction - Law and legislation - Great Britain Parent and child (Law) - Great Britain
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Book Cover; Title; Contents; Preface; Preface to paperback edition; List of contributors; IS BIRTH IMPORTANT?; BIRTHRIGHTS: EQUAL OR SPECIAL?; ESTABLISHING GUIDELINES: REGULATION AND THE CLINICAL MANAGEMENT OF INFERTILITY; SURROGACY: AN INTRODUCTORY ESSAY; SHOULD WE EXPERIMENT ON EMBRYOS?; 'WHAT SHALL WE TELL THE CHILDREN?' REFLECTIONS ON CHILDREN'S PERSPECTIVES AND THE REPRODUCTION REVOLUTION; FATHERS IN LAW? THE CASE OF AID; A LESSER SACRIFICE? STERILIZATION AND MENTALLY HANDICAPPED WOMEN; ABORTION: A RIGHTS ISSUE?; TO BE OR NOT TO BE: IS THAT THE QUESTION? THE CLAIM OF WRONGFUL LIFE; 'OTHERWISE KILL ME': MARGINAL CHILDREN AND ETHICS AT THE EDGES OF EXISTENCE; Index
Sommario/riassunto	Should surrogacy be allowed? What guidelines are needed to control in vitro fertilization programmes? Birthrights challenges the ethical basis for the legal regulation of matters surrounding birth.

4. Record Nr.	UNINA9910815565103321
Autore	Blazek Matthias <1966->
Titolo	Ein dunkles Kapitel der deutschen Geschichte : Hexenprozesse, Galgenberge, Hinrichtungen, Kriminaljustiz : im Fürstentum Luneburg und im Konigreich Hannover / / Matthias Blazek
Pubbl/distr/stampa	Stuttgart : , : Ibidem-Verlag, , [2012] ©2012
ISBN	3-8382-5587-9
Descrizione fisica	1 online resource (320 pages) : illustrations, maps
Disciplina	133.43094309031
Soggetti	Trials (Witchcraft) - Germany
Lingua di pubblicazione	Tedesco
Formato	Materiale a stampa
Livello bibliografico	Monografia