

1. Record Nr.	UNINA9910455384703321
Autore	Mathews Brian (Brian Scott)
Titolo	Marketing today's academic library [[electronic resource] ] : a bold new approach to communicating with students // Brian Mathews
Pubbl/distr/stampa	Chicago, : American Library Association, 2009
ISBN	1-283-21270-6 9786613212702 0-8389-9154-8 0-8389-9715-5
Descrizione fisica	1 online resource (191 p.)
Disciplina	021.7
Soggetti	Academic libraries - Marketing Academic libraries - Public relations Libraries and students Advertising - Libraries 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 and index.
Nota di contenuto	Do libraries need to advertise? -- Defining the user -- Student need states -- The library as product -- Conducting marketing research -- Building relationships -- Developing brand strategies -- Promotional building blocks -- Designing messages -- Measuring the impact -- Putting it all together.
Sommario/riassunto	Written in a concise and engaging manner that speaks to popular anxiety points about new marketing techniques, this book is filled with tips and strategies that academic librarians can use to communicate with students, surpassing their expectations of their library experience.

2. Record Nr.	UNINA9910366599203321
Autore	Saha Sujoy Kumar
Titolo	Two-Phase Heat Transfer Enhancement // by Sujoy Kumar Saha, Hrishiraj Ranjan, Madhu Sruthi Emani, Anand Kumar Bharti
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Springer, , 2020
ISBN	3-030-20755-2
Edizione	[1st ed. 2020.]
Descrizione fisica	1 online resource (124 pages)
Collana	SpringerBriefs in Thermal Engineering and Applied Science, , 2193-2549
Disciplina	621.4022
Soggetti	Thermodynamics Heat engineering Heat - Transmission Mass transfer Fluid mechanics Materials - Analysis Engineering Thermodynamics, Heat and Mass Transfer Engineering Fluid Dynamics Characterization and Analytical Technique
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Chapter 1. Introduction -- Chapter 2. Pool Boiling Enhancement Techniques -- Chapter 3. Flow Boiling -- Chapter 4. Condensation -- Chapter 5. Convective Condensation -- Chapter 6. Conclusions.
Sommario/riassunto	This Brief concerns heat transfer and pressure drop in heat transfer enhancement for boiling and condensation. The authors divide their topic into six areas: abrasive treatment and coatings, combined structured and porous surfaces, basic principles of boiling mechanism, vapor space condensation, convective vaporization, and forced condensation inside tubes. Within this framework, the book examines range of specific phenomena including abrasive treatment, open grooves, 3D cavities, etched surfaces, electroplating, pierced 3D cover sheets, attached wire and screen promoters, non-wetting coatings, oxide and ceramic coatings, porous surfaces, structured surfaces

(integral roughness), combined structured and porous surfaces, composite surfaces, single-tube pool boiling tests, theoretical fundamentals like liquid superheat, effect of cavity shape and contact angle on superheat, entrapment of vapor in cavities, nucleation at a surface cavity, effect of dissolved gases, bubble departure diameter, bubble dynamics, boiling hysteresis and orientation effects, basic principles of boiling mechanism, visualization and mechanism of boiling in subsurface tunnels, and Chien and Webb parametric boiling studies. .

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