

1. Record Nr.	UNINA9910455775903321
Titolo	The maturing marketplace [[electronic resource]] : buying habits of baby boomers and their parents / / George P. Moschis ... [et al.]
Pubbl/distr/stampa	Westport, Conn., : Quorum Books, 2000
ISBN	1-280-86885-6 9786610868858 0-313-00052-2
Descrizione fisica	1 online resource (310 p.)
Altri autori (Persone)	MoschisGeorge P. <1944->
Disciplina	658.8/34/0844
Soggetti	Consumer behavior - United States Baby boom generation - United States - Attitudes Middle-aged consumers - United States - Attitudes Older consumers - United States - Attitudes Market segmentation - United States 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	Preliminaries; Contents; 1. Overview; 2. Food and Beverages, Food Stores, and Restaurants; 3. Apparel and Footwear; 4. Pharmaceutical Products; 5. Housing; 6. Technology Products and Telecommunication Services; 7. Health Care; 8. Travel and Leisure; 9. Financial Services; 10. Insurance; 11. Summary and Implications for Marketing Strategy; Selected Bibliography; Index
Sommario/riassunto	This work examines the ways in which the buying habits of baby boomers differ from the habits of their parents, detailing the ways in which marketers can use the various insights in the book to market a broad range of goods and services.

2. Record Nr.	UNINA9910510452503321
Autore	Liu Jian
Titolo	SBC '21 : proceedings of the Ninth International Workshop on Security in Blockchain and Cloud Computing : June 7, 2021, Virtual Event, Hong Kong / / Jian Liu, Shweta Shinde
Pubbl/distr/stampa	New York, New York : , : Association for Computing Machinery, , 2021
Descrizione fisica	1 online resource (40 pages) : illustrations
Disciplina	005.8
Soggetti	Computer security
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Sommario/riassunto	<p>It is our great pleasure to welcome you to the The Ninth International Workshop on Security in Blockchain and Cloud Computing (SBC) 2021. This workshop is intended to bring together researchers, developers, and practitioners in security, privacy and mobile computing communities, to address the security and privacy challenges in cloud computing and blockchain. We will encourage submissions on all theoretical and practical aspects, as well as experimental studies of deployed systems. The call for papers attracted submissions from six countries and regions from Asia and Europe, and the program committee reviewed 12 submissions and accepted 5 of them.</p>