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Autore	Armbruster Rachel <1975->
Titolo	Banding together for a cause [[electronic resource]] : proven strategies for revenue and awareness generation // Rachel Armbruster
Pubbl/distr/stampa	Hoboken, NJ, : Wiley, c2012
ISBN	1-283-33277-9 9786613332776 1-118-18473-4
Descrizione fisica	1 online resource (256 p.)
Disciplina	658.4/012 658.4012
Soggetti	Nonprofit organizations - Management Social responsibility of business Strategic alliances (Business) Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Banding Together for a Cause; Preface; Acknowledgments; Chapter 1: The Importance of Time in Moving Your Mission Forward; Are Your Policies Flexible?; Embracing Growth through Experience; Generating Big Ideas; Recognizing Your Time as a Valuable Resource; Knowing Yourself and Your Constituents; Prioritizing Your Time; Respecting Other People's Time; Chapter 2: Reflecting the Essence and Spirit of Your Organization through Branding; Finding the Perfect Name; Refining the Brand; Being Authentic and the Long-Term Value of Your Brand; Keeping It Simple; Positioning Your Brand as an Authority Recognizing and Allowing EvolutionBuilding and Maintaining Brand Ownership; Knowing Your Audience; Marketing without a Budget; Chapter 3: The Right Partnerships; Relying on Others; Being Selective; Pinpointing Where Real Engagement Happens; Learning from Conflicts; Building Strong Connections; Being Genuine by Showing Your True Self; Engaging and Equipping Champions; Welcoming Variety; The Science of Selection; Leveraging Organizational Structure and Interactions; Fostering Evolution; Chapter 4: Pinpointing Experts and Utilizing Their

Strengths; Leveraging Your Partners

Gaining Expertise in MerchandiseLeveraging Your Leadership; Combining the Right People; Documenting Your Journey; Finding and Giving Feedback, and Knowing What to Filter; Chapter 5: The Role of Strategic Planning in Your Mission's Success; Making Time to Plan; The Planning Process; Gearing Up for the Planning Process; Determining the Appropriate Planning Process for Your Organization; Creating a Roadmap: You Are Here; Identifying Key Drivers; Tools for Finding Out "Why"; No Department (or Colleague) Left Behind; Pinpointing the Decision Points

Don't Stop (Especially When Things Are Going Well)Chapter 6: Assembling the Perfect Team; Board of Directors; A Leader of Leaders; Recognizing Red Flags; Maintaining a Dialogue; Chapter 7: Strategies for Integrating and Mobilizing; On Integrating: A Few Lessons Learned; On Mobilizing: A Few Lessons Learned; Chapter 8: Creating Feedback Mechanisms; Opportunities for Feedback; Using Metrics; Knowing Your Priorities; Social Media, Loyalty, and Growth; Chapter 9: What It Takes to Be a Visionary; Sharing Your Story; Communicating Your Vision; Listening To and Filtering Input; Are You a Visionary? Epilogue Living the DreamExercises and Notes; Partnership Self-Test; Conversation Starters for Partnerships and Various Interactions; Getting Ready for Success!; Creating Experiences that Become Meaningful Moments; Resources; About the Author; Index

Sommario/riassunto

Experience the yellow wristband campaign from the beginning and learn how to position your nonprofit for successPassionate and inspiring, *Banding Together for a Cause* will help you identify ways to generate funds for your programs and missions through valuable and meaningful partnerships. In it, author Rachel Armbruster dissects the LIVESTRONG campaign, from timing and brand, to partners and visionary thinking.Engaging and informative, this reliable guide contains interviews and insights with key executives at both LIVESTRONG and Nike. Along the way, this remarkable book takes you behi

2. Record Nr.	UNINA9910141508203321
Titolo	Click chemistry in glycoscience [[electronic resource]] : new developments and strategies / / edited by Zbigniew J. Witczak, Roman Bielski
Pubbl/distr/stampa	Hoboken, N.J., : Wiley, c2013
ISBN	1-118-52699-6 1-299-14083-1 1-118-52618-X
Descrizione fisica	1 online resource (404 p.)
Collana	Wiley series in biotechnology and bioengineering Risk management applications in pharmaceutical and biopharmaceutical products manufacturing
Altri autori (Persone)	WitczakZbigniew J. <1947-> BielskiRoman <1946->
Disciplina	572/.567
Soggetti	Carbohydrates Polysaccharides Systems biology Combinatorial chemistry
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	Paradigm and advantage of carbohydrate click chemistry strategy for future decoupling thio-click chemistry of carbohydrates / Roman Bielski, Zbigniew J. Witczak -- Thio-click chemistry overviews and perspectives / Zbigniew J. Witczak -- Free-radical photoinduced thiol-Ene and thiol-Yne coupling as click processes for glycoconjugation : carbohydrate click chemistry for novel synthetic targets / Alessandro Dondoni, Alberto Marra -- The development and application of clickable lipid analogs for elucidating lipid function / Michael Best -- Clicking sugars onto sugars : oligosaccharide analogue and glycoclusters on carbohydrate scaffolds / Maria Laura Uhrig, Jose Kovensky -- Click multivalent glycomaterials : glycoclusters, glycodendrimers, glycopolymers, hybrid glycomaterials, and glycosurfaces / Carmen Ortiz Mellet ... [et al.] -- Toward imaging glycotools by click coupling / Yves Chapleur, Christine Vala, Sandrine

Lamande-Langle -- Bioorthogonal reactions for labeling glycoconjugates / Frederic Friscourt, Geert-Jan Boons -- Sweet sucrose macrocycles via click chemistry route : carbohydrate click chemistry in biomedical sciences / Mykhaylo A. Potopnyk, Slawomir Jarosz -- Neoglycoprotein synthesis using copper-catalyzed azide-alkyne click reaction and native chemical ligation / Joanna M. Wojnar ... [et al.] -- Click-modified cyclodextrin for biomedical application / Dang Wang -- Traizolyl glycoconjugates in medicinal chemistry / Rama Pati Tripathi ... [et al.] -- Click chemistry applied to carbohydrate-based drug discovery / Vanness Leiria Campo, Ivone Carvalho.

Sommario/riassunto

Lays the foundation for new methods and applications of carbohydrate click chemistry Introduced by K. Barry Sharpless of The Scripps Research Institute in 2001, click chemistry mimics nature, giving researchers the tools needed to generate new substances quickly and reliably by joining small units together. With contributions from more than thirty pioneering researchers in the field, this text explores the many promising applications of click chemistry in glycoscience. Readers will learn both the basic concepts of carbohydrate click chemistry as well as its many biomedical appl
