

1. Record Nr.	UNINA990000089480403321
Autore	Mosso, Angelo <1846-1910>
Titolo	La respirazione nelle gallerie e l'azione dell'ossidio di carbonio : analisi e studi fatti per incarico del Ministero dei lavori pubblici nelle gallerie dei Giovi (ferrovie Genova-Novì) e nell'Istituto fisiologico di Torino / Angelo Mosso
Pubbl/distr/stampa	Milano : Fratelli Treves, 1900
Descrizione fisica	VII, 322 p., 3 tav. : ill. ; 25 cm
Disciplina	615.91
Locazione	FINBC
Collocazione	13 N 43 11
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia

2. Record Nr.	UNINA9910457731603321
Titolo	The sperm cell : production, maturation, fertilization, regeneration / / edited by Christopher J. De Jonge and Christopher L.R. Barratt [[electronic resource]]
Pubbl/distr/stampa	Cambridge : , : Cambridge University Press, , 2006
ISBN	1-107-15494-4 1-280-48006-8 9786610480067 0-511-22034-0 0-511-22123-1 0-511-21926-1 0-511-54511-8 0-511-31461-2 0-511-21994-6
Descrizione fisica	1 online resource (xi, 359 pages) : digital, PDF file(s)
Disciplina	612.61
Soggetti	Spermatozoa
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Title from publisher's bibliographic system (viewed on 05 Oct 2015).
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Cover; Half-title; Title; Copyright; Contents; Preface; List of contributors; 1 Mammalian spermatogenesis and sperm structure: anatomical and compartmental analysis; 2 Sperm chromatin stability and susceptibility to damage in relation to its structure; 3 Genomic and proteomic approaches to defining sperm production and function; 4 Sperm maturation in the human epididymis; 5 Controls of sperm motility; 5 6egulation of capacitation; 7 Reactive oxygen species: friend or foe; 8 Testing sperm manufacturing quality: the sperm-zona binding assay; 9 Genetics: a basic science perspective 10 Sex chromosome abnormalities and male infertility: a clinical perspective11 Epigenetic patterning in male germ cells: importance of DNA methylation to progeny outcome; 12 The DAZ gene family and human germ cell development from embryonic stem cells; Index

Sommario/riassunto

Originally published in 2006, this is a comprehensive and definitive account of the human male gamete. The volume summarizes many unique and revealing characteristics of the sperm cell. It provides a detailed overview of human sperm production, maturation and function, and looks at how these processes affect and influence fertility, infertility and ART. The volume thus provides a detailed review of the most important research and developments, augmented with pertinent references. This book will appeal to all practitioners and scientists in reproductive medicine and in particular to clinical scientists, graduate and post-graduate scientists, and laboratory personnel.

3. Record Nr.

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Autore

Wood Natalie T. <1970-, >

Titolo

#Share : how to mobilize social word of mouth (sWOM) / / Natalie T. Wood and Caroline K. Munoz

Pubbl/distr/stampa

New York, New York (222 East 46th Street, New York, NY 10017) : , : Business Expert Press, , 2017

ISBN

1-63157-442-6

Edizione

[First edition.]

Descrizione fisica

1 online resource (xii, 238 pages) : illustrations

Collana

Digital and social media marketing and advertising collection, , 2333-8830

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658.872

Soggetti

Viral marketing
Word-of-mouth advertising

Lingua di pubblicazione

Inglese

Formato

Materiale a stampa

Livello bibliografico

Monografia

Nota di bibliografia

Includes bibliographical references and index.

Nota di contenuto

1. Social word of mouth marketing (sWOM) -- 2. The social consumer: the who, what, why, and how behind sharing -- 3. Social business: it's not just about marketing -- 4. Legal and regulatory issues: clear and conspicuous disclosures -- 5. Social media policy and guidelines: the rules of engagement -- 6. Storytelling: what do you say and how do you say it -- 7. Social influence: the power of persuasion -- 8. sWOM on popular platforms -- Appendix: list of resources -- Index.

Sommario/riassunto

Each day, millions of consumers venture online to search and exchange

product information, seek out, and share opinions. Electronic word-of-mouth (eWOM) communication has been shown to influence consumer actions across a variety of industries (King, Racherla, and Bush 2014). A significant portion of eWOM occurs on social media platforms. Whether it is a status update of an upcoming vacation on Facebook, a picture of a laundry room makeover on Pinterest, or a YouTube video discussing the features on the new iPhone, consumers are turning to a variety of social platforms to make everyday purchasing decisions easier for themselves and others. Indeed, social word of mouth (sWOM)--a subset of eWOM--has incredible reach with the potential to influence over 2billion active social media consumers. The purpose of this book is to examine the influence of sWOM and provide guidance on how to operationalize its growing power. Our goal in writing this book was to bring together industry best practices and academic research to help you construct social media content that speaks with your brand voice, stimulates engagement, inspires consumers to share (#share), and that complies with industry and federal guidelines. Each chapter highlights a key area of sWOM that will further your understanding of the topic and provides actionable information to assist you in mobilizing positive sWOM for your company.
