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| 1. Record Nr.           | UNINA9910458764003321   |
| Autore                  | Chunawalla S. A   |
| Titolo                  | Advertising, sales and promotion management [[electronic resource] /]<br>/ S.A. Chunwalla   |
| Pubbl/distr/stampa      | Mumbai [India], : Himalaya Pub. House, 2008   |
| ISBN                    | 1-64287-558-9<br>1-282-80368-9<br>9786612803680<br>93-5044-096-2<br>1-4416-8717-3<br>600-00-2803-2  |
| Edizione                | [Rev. ed.]  |
| Descrizione fisica      | 1 online resource (529 p.)  |
| Disciplina              | 659.1   |
| Soggetti                | Advertising<br>Selling<br>Sales promotion - Management<br>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       | COVER; CONTENTS; BASIC CONCEPTS OF PROMOTION AND COMMUNICATION; FUNDAMENTALS OF ADVERTISING; ADVERTISING RESEARCH; MARKETING AND ADVERTISING PLANNING; ADVERTISING AGENCY; MARKET ANALYSIS: SEGMENTATION AND TARGETING; CREATIVITY, CREATIVE STRATEGY AND COPYWRITING; ART DIRECTION; MEDIA PLANNING; PRINT MEDIA; ELECTRONIC MEDIA: TV-THE NEW GOLDEN GOOSE; ELECTRONIC MEDIA: RADIO; OUTDOOR AND TRANSIT MEDIA; MEDIA OF THE NEW MILLENNIUM-INTERNET; ADVERTISING REGULATION; WORD OF MOUTH ADVERTISING; DIRECT MARKETING; SALES PROMOTION; PUBLIC RELATIONS; NATURE AND SCOPE OF SALES MANAGEMENT<br>SALES MANAGEMENT, PERSONAL SELLING AND<br>SALESMAHSHIPPERSONAL SELLING OBJECTIVES; SALES - RELATED MARKETING POLICIES; PERSONAL SELLING STRATEGY; THE JOB OF A SALES MANAGER; SALES ORGANISATION; PERSONNEL MANAGEMENT IN |

THE SELLING FIELD; RECRUITING SALES PERSONNEL; SELECTING SALES PERSONNEL; SALES TRAINING; EXECUTION AND EVALUATION OF SALES TRAINING PROGRAMMES; MOTIVATION AND MORALE OF SALES PERSONS; COMPENSATING SALES PERSONS; MANAGEMENT OF SALES EXPENSES; SALES MEETINGS AND SALES CONTESTS; CONTROLLING SALES PEOPLE - EVALUATION AND SUPERVISION; SALES BUDGET; SALES QUOTAS; SALES TERRITORIES  
SALES CONTROL AND COST ANALYSIS  
CASE STUDIES

**Sommario/riassunto**

Between the covers, the book discusses the entire marketing communication package consisting of advertising, publicity, public relations, direct marketing and sales promotion. Apart from mass communication, person-to-person communication in the form of personal selling is also covered in sufficient details. The role of media and media planning has been elaborated. The working of advertising agencies too has been covered. Advertising copywriting both for print media and electronic media has been discussed. In short, this book is a very useful companion for those interested in advertising, commu

**2. Record Nr.**

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**Titolo**

Light Metals 2012 / / edited by Carlos Suarez

**Pubbl/distr/stampa**

Cham : , : Springer International Publishing : , : Imprint : Springer, , 2016

**ISBN**

3-319-48179-7

**Edizione**

[1st ed. 2016.]

**Descrizione fisica**

1 online resource (1,314 pages)

**Collana**

The Minerals, Metals & Materials Series, , 2367-1696

**Disciplina**

669.72

**Soggetti**

Metals  
Materials  
Lightweight construction  
Building, Iron and steel  
Metals and Alloys  
Materials Engineering  
Light-weight Construction, Steel and Timber Construction

**Lingua di pubblicazione**

Inglese

**Formato**

Materiale a stampa

**Livello bibliografico**

Monografia

## Sommario/riassunto

An update of the definitive annual reference source in the field of aluminum production and related light metals technologies, a great mix of materials science and practical, applied technology surrounding aluminum, bauxite, aluminum reduction, rolling, casting, and production.

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