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Autore	Chunawalla S. A
Titolo	Advertising, sales and promotion management [[electronic resource] /] / S.A. Chunwalla
Pubbl/distr/stampa	Mumbai [India], : Himalaya Pub. House, 2008
ISBN	1-64287-558-9 1-282-80368-9 9786612803680 93-5044-096-2 1-4416-8717-3 600-00-2803-2
Edizione	[Rev. ed.]
Descrizione fisica	1 online resource (529 p.)
Disciplina	659.1
Soggetti	Advertising Selling Sales promotion - Management 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 SALES MANAGEMENT, PERSONAL SELLING AND SALESMANSHIPPERSONAL 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 ANALYSISCASE 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.
