1. **Record Nr.**   UNINA9910264657403321

   Titolo   L'altra faccia del Vesuvio : 1974-1984 dieci anni di Giugno Popolare Vesuviano / a cura di Alberto Castellano ; con interventi di A. Abruzzese ... [et al.]

   Pubbl/distr/stampa   Napoli : Società Editrice Napoletana, stampa 1984

   Descrizione fisica   87 p. : ill. ; 22x24 cm

   Locazione   DARST

   Collocazione   03.1601

   Lingua di pubblicazione   Italiano

   Formato   Materiale a stampa

   Livello bibliografico   Monografia

   Note generali   In testa al frontespizio: ARCI-UISP Villaggio Vesuvio

2. **Record Nr.**   UNINA9910461507703321

   Autore   Wynne Paula

   Titolo   Pimp my site [[electronic resource]] : the DIY guide to SEO, search marketing, social media and online PR / / Paula Wynne

   Pubbl/distr/stampa   West Sussex, : Capstone Publishing, 2012

   ISBN   1-280-67572-1
   9786613652652
   0-85708-250-7

   Edizione   [1st edition]

   Descrizione fisica   1 online resource (276 p.)

   Disciplina   658.872

   Soggetti   Internet marketing
   Web sites - Abstracting and indexing
   Electronic books.

   Lingua di pubblicazione   Inglese

   Formato   Materiale a stampa

   Livello bibliografico   Monografia

   Note generali   Includes index.

Nota di contenuto	Pimp my Site; Contents; Acknowledgements; Foreword; Introduction; Day 1: Digital Marketing; Day 2: Keywords; Day 3: Keyword Tools; Day 4: SEO; Day 5: Marketing Tools; Day 6: Online Marketing; Day 7: Video Marketing; Day 8: Social Networking; Day 9: Social Media Tools; Day 10: PR; Day 11: PR Tools; Day 12: Email Marketing; Day 13: Email Marketing Tools; Day 14: The End of the Beginning; Jargon Buster; Useful Resources; About the Expert Panel; About Paula Wynne; More Praise for Pimp My Site; Index
Sommario/riassunto	A complete course in do-it-yourself digital marketing in 14 bite-sized lessons The global recession has sent tens of millions scrambling for alternative employment opportunities, and a great many of them have taken the leap into becoming their own bosses. As a result there is a crying need among small business startups, entrepreneurs, and independents working on a shoestring for expert guidance on marketing themselves and their businesses online. Pimp My Site fills that void. It is a complete, do-it-yourself toolkit structured as a fourteen-day course. Rather than fry readers'