

1. Record Nr.	UNINA9910462096103321
Autore	Wilkinson Michael <1957->
Titolo	The secrets of facilitation [[electronic resource]] : the SMART guide to getting results with groups // by Michael Wilkinson
Pubbl/distr/stampa	San Francisco, : Jossey-Bass, 2012
ISBN	1-283-59266-5 9786613905116 1-118-22857-X
Edizione	[New and rev.]
Descrizione fisica	1 online resource
Collana	The Jossey-Bass Business & Management Series
Classificazione	BUS019000
Disciplina	658.4/56
Soggetti	Group facilitation Business meetings Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	"New and revised."
Nota di bibliografia	Includes bibliographical references and index.
Sommario/riassunto	"This thoroughly revised and updated edition of The Secrets of Facilitation delivers a clear vision of facilitation excellence and reveals the specific techniques effective facilitators use to produce consistent, repeatable results with groups. Author Michael Wilkinson has trained thousands of managers, analysts, and consultants around the world to apply the power of SMART (Structured Meeting And Relating Techniques) facilitation to achieve amazing results with teams and task forces. This new edition includes new chapters that highlight such timely topics as: facilitating virtual meetings; facilitating very large groups; facilitating conferences; and building an internal facilitator capability. The book also offers new cross-cultural examples, and an ancillary website with forms, checklists and a sample facilitator guide" --

2. Record Nr.	UNISA996389110703316
Autore	Coppin Richard <fl. 1646-1659.>
Titolo	Man's righteousnesse examined and wherein found too light, reprov'd, or, The lyar, the accuser of the brethren whipp'd out of the temple and presence of God [[electronic resource]] : being an exposition upon the 2 chap. of the 2 Epistle of Peter, occasion by some who made use of that chapter to confute the judgements of others who themselves are the persons there meant ... with other notable observations // by & experienced in Richard Coppin
Pubbl/distr/stampa	London, : Printed and are to be sold by William Larnar, 1652
Descrizione fisica	[3], 32 p
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Reproduction of original in the Union Theological Seminary Library, New York.
Sommario/riassunto	eebo-0160

3. Record Nr.	UNINA9910617318803321
Titolo	Estrategias de mercadotecnia aplicadas a las Pymes de México y Colombia // coordinadoras, Laura Estela Fischer de la Vega, Monica Eugenia Penalosa Otero y Diana Maria Lopez Celis
Pubbl/distr/stampa	Ciudad de Mexico [Mexico] : , : Universidad Nacional Autonoma de Mexico, , [2021] ©[2021]
Descrizione fisica	1 online resource (315 pages) : : illustrations (some color)
Disciplina	338.64209861
Soggetti	Small business marketing - Mexico Small business marketing - Colombia Electronic books.
Lingua di pubblicazione	Spagnolo
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Tu fabrica : estrategia de negocio para personas en condicion de discapacidad / Claudia Maritza Reyes Contreras -- Marketing educativo : estrategia de branding para el posicionamiento del CIBA-IPN Tlaxcala / Emigdio Larios-Gomez -- Panaderia Chavez : una historia de amor, tradicion y apego a Dios / Monica Eugenia Penalosa Otero y Diana Maria Lopez Celis -- Estrategias de administracion y mercadotecnia aplicadas a Grupo Estrategico de Negocios (Gene). / Alejandra Ballesteros Aureoles y Jose Antonio Tlacuilo Gonzalez -- La relacion estrategia, estructura y cultura : empresa CROQUANT / Diego Armando Marin Idarraga, Juan Carlos Cuartas Marin y Deisy Marcela Agudelo Suarez -- Una necesidad dificil de transmitir : empresa Domo Selladores / Laura Estela Fischer de la Vega -- Impacto y retos en el marco del mercado businnes to businnes. Empresa Proquilab Ltda. / Fernando Bello Cardenas y John Alexander Rueda Prieto -- Satisfaccion de clientes de la empresa Psicologia y Desarrollo / Maria de Lourdes Jimenez Calvo, Maria Esther Zavala Ramirez y Diego Demetrio Gaspar Sarabio -- Productos de belleza Ana Maria : una apuesta con responsabilidad social empresarial / Diana Maria Lopez Celis y Monica Eugenia Penalosa Otero -- Calidad y estrategias "La Milpita" : Pyme en

expansion / Adriana Mendez Wong, Patricia del Rosario Cerecedo Nunez y Martha Estela Cordova Zacarias -- Marketing relacional digital de la empresa Pesquera Jaramillo Ltda. / Yenny Katherine Parra Acosta, Carlos Alberto Almanza Junco y Diego Orlando Aponte Chirivi -- Cafe Europa, una exitosa Pyme de Morelia, ciudad con aroma a cafe / Flor Madrigal Moreno, Alberto Cortes Hernandez y Salvador Madrigal Moreno -- El apalancamiento financiero y la estrategia de venta. Caso mexicano : Intem / Grace Aileen Ruiz Santoyo, Berenice Juarez Lopez y Liliana Ramirez Navarro -- Sistemas FW. Una empresa frente a la COVID-19. / Jorge Angel Espejo Callado.

Sommario/riassunto

Uno de los objetivos de la casuística, como pieza fundamental del sistema de enseñanza es educar con el fin de promover la integración de conocimientos de diferentes áreas para que, quienes se formen bajo esta metodología, generen competencias y habilidades directivas, basadas en contextos reales para la toma de decisiones. Este libro, Estrategias de mercadotecnia aplicadas a las Pymes de México y Colombia, contiene 14 casos empresariales de pymes de México y de Colombia, que representa en sí mismo una valiosa herramienta de la mercadotecnia, dado que cada una de las empresas abordadas describe el desempeño de estas, de acuerdo con el análisis del comportamiento de los mercados y de sus consumidores. Es por ello que cada caso es un problema real, en una empresa real, en un contexto real, y fueron elaborados con la finalidad de generar, en el estudiante o del lector interesado en estos casos, un escenario para el análisis y la toma de decisiones estratégicas de mercadotecnia, pero que conlleven a la posible solución de las problemáticas empresariales.

4. Record Nr.	UNINA9910809377103321
Autore	Roll David L. <1940->
Titolo	The Hopkins touch : Harry Hopkins and the forging of the alliance to defeat Hitler // David L. Roll
Pubbl/distr/stampa	Oxford ; ; New York, : Oxford University Press, c2013
ISBN	0-19-931155-2 0-19-025454-8 1-299-45673-1 0-19-989196-6
Edizione	[1st ed.]
Descrizione fisica	1 online resource (537 p.)
Disciplina	940.53/2
Soggetti	Statesmen - United States World War, 1939-1945 - Diplomatic history World War, 1939-1945 - United States United States Foreign relations 1933-1945
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di bibliografia	Includes bibliographical references (p. [415]-480) and index.
Sommario/riassunto	David Roll offers a portrait of the most powerful man in Franklin D. Roosevelt's administration. He shows how Harry Hopkins, an Iowa-born social worker who had been an integral part of the New Deal's implementation, became the linchpin in FDR's - and America's - relationships with Winston Churchill and Joseph Stalin, and spoke with an authority second only to the president's. Hopkins could take the political risks his boss could not, and proved crucial to maintaining personal relations among the Big Three.