

1. Record Nr.	UNINA990000183060403321
Autore	Pasquon, Italo
Titolo	Principi della chimica industriale / Italo Pasquon, Gianfranco Pregaglia
Pubbl/distr/stampa	Milano : Città studi, 1993-1996
ISBN	88-251-7076-9 88-251-7074-2 88-251-7189-7
Edizione	[2. ed. agg.]
Descrizione fisica	v. ; 24 cm
Disciplina	363.738 4
Locazione	FINBC DINCH
Collocazione	13 N 34 01 13 H 05 22 13 N 32 19 04 100-184/1 04 100-186/3
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	1.: Applicazioni della termodinamica alle reazioni della grande industria chimica / Giulio Natta, Italo Pasquon. - 1993 3.: Metodi di separazione e di purificazione e loro applicazione all'industria chimica e petrolifera / Italo Pasquon, Gianfranco Guerreri. - 1993 4: Rischi potenziali, sicurezza e protezione ambientale / Italo Pasquon, Gianfranco Pregaglia. - 1996

2. Record Nr.	UNINA9910450974303321
Autore	Dracopolou Souzy
Titolo	Ethics and Values in Healthcare Management [[electronic resource]]
Pubbl/distr/stampa	Hoboken, : Taylor and Francis, 2013
ISBN	1-134-75723-9 1-280-46375-9 0-203-01037-X
Descrizione fisica	1 online resource (213 p.)
Collana	Professional Ethics
Disciplina	174.2 174/.2
Soggetti	Health services administration Managed care plans (Medical care) Medical ethics Moral and ethical aspects Managed care plans (Medical care) - Moral and ethical aspects Delivery of Health Care Ethics, Medical Managed Care Programs Health Care Quality, Access, and Evaluation Ethics, Clinical Patient Care Management Insurance, Health Ethics, Professional Health Care Insurance Health Services Administration Financing, Organized Ethics Economics Humanities Health Care Economics and Organizations Medical Care Plans Public Health Health & Biological Sciences Electronic books.

Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	Cover; Ethics And values In health Care management; Copyright; Contents; Illustrations; Contributors; Series Editor'spreface; Introduction: The Place of Ethics in Health Care Management; 1. Ethics and Management - Oil and Water?; 2. Economics, Qalys and Medical Ethics: a Health Economist's Perspective; 3. Should Managers Adopt the Medical Ethic? Reflections on Health Care Management; 4. Management, Ethics and the Allocation of Resources; 5. Impossible Problems? the Limits to the Very Idea of Reasoning About the Management of Health Services; 6. Age as a Criterion of Health Care Rationing 7. Health Care in Poland: Dilemmas of Transformation8. Ethics and the Management of Health Care in Greece: a Health Economist's Perspective; 9. Regulation of the French Health Care System: Economic and Ethical Aspects; Index
Sommario/riassunto	Healthcare management is a burning issue at the moment and this timely and topical book explores the ethical issues that arise in the context of healthcare management. Among the topics discussed are healthcare rationing, including an exposition and defence of the Qaly criterion of healthcare rationing and an examination of the contribution that ethical theory can make to the rationing debate, an analysis of how managers can be preoccupied with the goals of management and the values of doctors simultaneously, an outline of potential guidelines towards formulating a cohesion of healthcare manage

3. Record Nr.	UNINA9910462583503321
Autore	Nelson R. (Richard) <1903-, >
Titolo	Outdoor advertising : its function in modern advertising and marketing // R. Nelson & A.E. Sykes ; with a foreword by C.B. Wrey
Pubbl/distr/stampa	Abingdon, Oxon : , : Routledge , , 2013
ISBN	1-136-66930-2 0-203-58261-6
Descrizione fisica	1 online resource (198 p.)
Collana	Routledge Library Editions: Advertising ; ; volume 8
Altri autori (Persone)	SykesA. E (Anthony Edmund)
Disciplina	659.13
Soggetti	Advertising, Outdoor Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	First published in 1953 by George Allen & Unwin Ltd.
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Cover; Half Title; Title Page; Copyright Page; Original Title Page; Original Copyright Page; Table of Contents; Authors' Note; Introduction; Foreword; Part 1; Chapter I Poster Sites and Poster Contractors; Chapter II The Outdoor Advertising Agency; Chapter III Poster Design; Chapter IV Poster Printing; Part 2; Chapter V Outdoor Advertising-The Medium; Chapter VI Using Outdoor Advertising; Chapter VII The Outdoor Agency in Action; Part 3; Chapter VIII Measuring the Poster Audience; Chapter IX Further Development; Part 4; Chapter X Social Aspects of Outdoor Advertising Chapter XI The Town and Country Planning ActReferences; Appendices; 1 The Population of Great Britain & Northern Ireland; 2 Costs of Poster Campaigns; 3 Transportation Advertising-Traffic and Poster Sizes; 4 Transportation Advertising-Schedules and Costs; 5 Standard Conditions of Trading; 6 Sections 31 and 32-The Town & Country Planning Act, 1947; 7 Glossary
Sommario/riassunto	The poster as we know it dates from the Industrial Revolution, although one form of outdoor advertising has existed for many centuries. Industrialisation meant that producer became separated from consumer while production for mass consumption rapidly increased, so that a development was necessary in the methods employed in bringing to public notice the merits and very existence of many goods. Billsticking began, a business rife with skulduggery, and in the second half of the

nineteenth century an enterprising billposter took the step that
changed outdoor advertising forever: he rented a sit
