

1. Record Nr.	UNINA9910462719603321
Autore	Harper Meg <1960->
Titolo	Elizabeth I : the story of the last Tudor queen // Meg Harper
Pubbl/distr/stampa	London : , : A & C Black, , 2011
ISBN	1-299-15974-5 1-4081-9426-0 1-4081-6365-9
Descrizione fisica	112 p. : maps, geneal table
Collana	Lives in action
Disciplina	942.055092
Soggetti	Electronic books. Great Britain Kings and rulers
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index. Subtitle from cover.
Nota di contenuto	Cover -- Title Page -- Dedication -- Contents -- Maps -- 1 A Loyal Subject? -- 2 Queen Mary -- 3 Treason and Plots -- 4 No Man Good Enough? -- 5 The Queen of Scots Problem -- 6 Murder and Conspiracy -- 7 Marriage Matters -- 8 Carrying On -- 9 Griefs and Triumphs -- 10 Essex and the End -- Tudor Family Tree -- eCopyright.
Sommario/riassunto	The story of Elizabeth I, the last Tudor monarch, is one of enduring fascination. Daughter of the tyrannical Henry VIII and sister of the embittered Queen Mary, Elizabeth did well to survive her childhood. Clever, learned and skilled in diplomacy, as queen she presided over a golden age of literature, exploration and discovery. A selective version of events from Elizabeth's life focuses on her younger years, without distorting the picture of a reign dominated by war, political intrigue and religious disputes. Lives in Action is a series of narrative biographies that recount the lives of some of the key figures in history. Page-turning, thrilling plots that read like fiction will keep the most reluctant reader hooked.

2. Record Nr.	UNINA9910467596503321
Autore	Akber Ahmed Al.
Titolo	Smart marketing : how to dramatically grow your revenue // Ahmed Al Akber
Pubbl/distr/stampa	New York, New York (222 East 46th Street, New York, NY 10017) : , : Business Expert Press, , 2015
ISBN	1-63157-235-0
Edizione	[First edition.]
Descrizione fisica	1 online resource (xiii, 145 pages)
Collana	Marketing strategy collection, , 2150-9662
Disciplina	658.8
Soggetti	Marketing Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references (pages 141-142) and index.
Nota di contenuto	1. Principle 1: a positive marketing mindset, managing what's in-between your ears -- 2. Principle 2: insight, understanding your customers -- 3. Principle 3: messaging, developing messages that stick -- 4. Principle 4: visibility, being useful to customers -- 5. Principle 5: planning -- 6. Principle 6 (part one): selling, like it or not, you are in sales -- 7. Principle 6 (part two): closing the sale -- 8. Principle 7: productivity, maximizing your marketing productivity -- 9. Conclusion -- References -- Index.
Sommario/riassunto	This book is designed to help organizations that already offer a great product or service to communicate its value to potential customers and sell significantly more than they do currently. You won't have a million dollar marketing budget or a team of professional marketers to help you get the word out. The truth is you don't need a big advertising budget to successfully market a product or service, and having a large team does not mean you necessarily have an advantage either. To be successful, all you need is to focus on the most important marketing and sales activities that generate the biggest impact for your business. This book will appeal to CEOs, business owners, and independent professionals. It will also be very useful for marketers and sales managers. It is a "how-to" guide to help readers cut through the hype and get straight to what really matters for this audience--growing their business and revenue. The ideas are brought to life in a framework

called the Seven Principles of Smart Marketing that form the structure of the whole book. Readers will find it easy to follow as it is a step-by-step process, packed with practical ideas that can be implemented instantly in any organization with little marketing or sales knowledge.
