

1. Record Nr.	UNINA9910465864703321
Autore	Humphrey William F.
Titolo	Fostering brand community through social media / / William F. Humphrey, Jr., Debra A. Laverie, and Shannon B. Rinaldo
Pubbl/distr/stampa	New York, New York (222 East 46th Street, New York, NY 10017) : , : Business Expert Press, , 2016
ISBN	9781606499405 (paperback)
Edizione	[First edition.]
Descrizione fisica	[ix], 88 páginas : ilustraciones ; ; 23 cm
Disciplina	658.827
Soggetti	Branding (Marketing) Social media Online social networks in business Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references (pages 75-85) and index.
Nota di contenuto	1. The online brand community -- 2. Brand characteristics -- 3. Relational characteristics in social media -- 4. Community characteristics -- 5. Virtually there -- 6. The nature of fandom and shared power in the social environment -- 7. Past, present, and future of digital brand communities -- Notes -- Bibliography -- Index.
Sommario/riassunto	This book focuses on building and maintaining brand community in the emerging, dynamic space of social media. A theoretical model encompassing brand characteristics, relational factors, and characteristics of the brand user community is used as a structure to explain the various aspects of online brand communities. Furthermore, the authors discuss how online brand communities differ from and can be used to complement traditional, face-to-face brand communities. Brand managers, social media managers, and other members of the brand team will find this book useful for strategic decision-making in both building and maintaining brand communities. In addition, this book will serve as a practical guide for working professionals enrolled in executive education degree programs as these programs continue to be developed in universities throughout the world.

2. Record Nr.	UNINA9910683384603321
Titolo	Shape Memory Alloys for Civil Engineering // Cheng Fang, Canxing Qiu, Yue Zheng, editors
Pubbl/distr/stampa	Basel : , : MDPI - Multidisciplinary Digital Publishing Institute, , 2023
ISBN	3-0365-6606-6
Descrizione fisica	1 online resource (246 pages)
Disciplina	620.165
Soggetti	Shape memory polymers Shape memory alloys
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Sommario/riassunto	This overview of the most recent advances in the field of SMA research and applications in civil engineering aims to help remove the knowledge barriers across disciplines and sheds considerable light on the opportunity to commercialize SMA products in the construction industry.