

1. Record Nr.	UNINA9910466244803321
Autore	Koch Jorg
Titolo	Marktforschung : grundlagen und praktische anwendungen // Jorg Koch, Peter Gebhardt, Florian Riedmuller
Pubbl/distr/stampa	Berlin, [Germany] : , : De Gruyter Oldenbourg, , 2016 ©2016
ISBN	3-11-041411-2 3-11-042618-8
Edizione	[7., uberarbeitete und aktualisierte Auflage.]
Descrizione fisica	1 online resource (342 p.)
Collana	De Gruyter Studium
Classificazione	QW 300
Disciplina	658.83
Soggetti	Marketing research Marketing research - Consumer behavior Electronic books.
Lingua di pubblicazione	Tedesco
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Frontmatter -- Vorwort -- Inhaltsverzeichnis -- A. Methodische Grundlagen der Marktforschung -- 1. Grundlagen der Marktforschung -- 2. Auswahlverfahren -- 3. Methoden der Informationsgewinnung -- B. Spezielle Anwendungsfelder der Marktforschung in der Praxis -- 1. Panel- bzw. Trackingforschung -- 2. Tests und Testmarktforschung -- 3. Werbewirkungsforschung -- 4. Einstellungsforschung -- 5. Marken- und Markenwertforschung -- 6. Segmentationsforschung -- 7. Competitive Intelligence -- 8. Marktforschung im Handel -- 9. Mediaforschung -- 10. Online-Marktforschung -- 11. Internationale Marktforschung -- C. Analyse und Dokumentation von Marktforschungsergebnissen -- 1. Datenauswertung und -analyse -- 2. Prognoseverfahren -- 3. Dokumentation und Präsentation von Ergebnissen -- Literaturverzeichnis/ -empfehlungen -- Sachwortregister

2. Record Nr.	UNINA9910821998603321
Autore	Russell Esra <1979->
Titolo	Oscillatory models in general relativity // Esra Russell, Oktay K. Pashaev
Pubbl/distr/stampa	Berlin, [Germany] ; ; Boston, [Massachusetts] : , : De Gruyter, , 2018 ©2018
ISBN	3-11-051522-9
Descrizione fisica	1 online resource (154 pages)
Collana	De Gruyter Studies in Mathematical Physics, , 21943532 ; ; Volume 41
Classificazione	UF 5000
Disciplina	523.01
Soggetti	Cosmic physics Oscillations Stellar oscillations General relativity (Physics)
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Frontmatter -- Contents -- Introduction -- Part I: Dissipative geometry and general relativity theory -- 1. Pseudo-Riemannian geometry and general relativity -- 2. Dynamics of universe models -- 3. Anisotropic and homogeneous universe models -- 4. Metric waves in a nonstationary universe and dissipative oscillator -- 5. Bosonic and fermionic models of a Friedman-Robertson-Walker universe -- 6. Time dependent constants in an oscillatory universe -- Part II: Variational principle for time dependent oscillations and dissipations -- 7. Lagrangian and Hamilton descriptions -- 8. Damped oscillator: classical and quantum theory -- 9. Sturm-Liouville problem as a damped oscillator with time dependent damping and frequency -- 10. Riccati representation of time dependent damped oscillators -- 11. Quantization of the harmonic oscillator with time dependent parameters -- Bibliography -- Index
Sommario/riassunto	The book employs oscillatory dynamical systems to represent the Universe mathematically via constructing classical and quantum theory of damped oscillators. It further discusses isotropic and homogeneous metrics in the Friedman-Robertson-Walker Universe and shows their equivalence to non-stationary oscillators. The wide class of exactly

solvable damped oscillator models with variable parameters is associated with classical special functions of mathematical physics. Combining principles with observations in an easy to follow way, it inspires further thinking for mathematicians and physicists.

Contents

Part I: Dissipative geometry and general relativity theory
Pseudo-Riemannian geometry and general relativity
Dynamics of universe models
Anisotropic and homogeneous universe models
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Time dependent constants in an oscillatory universe

Part II: Variational principle for time dependent oscillations and dissipations
Lagrangian and Hamilton descriptions
Damped oscillator: classical and quantum theory
Sturm-Liouville problem as a damped oscillator with time dependent damping and frequency
Riccati representation of time dependent damped oscillators
Quantization of the harmonic oscillator with time dependent parameters

3. Record Nr.	UNIORUON00031983
Autore	BAKER, Hugh D. R.
Titolo	A Chinese lineage village : Sheung Shui / Hugh D.R. Baker
Pubbl/distr/stampa	London, : Frank Cass & Co. Ltd., 1968 XIV, 237 p., : ill. ; 22 cm
Classificazione	CIN XIII
Soggetti	CINA - USI E COSTUMI Economia - Cina - Villaggi Geografia umana - Cina
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
