

1. Record Nr.	UNINA9910442960503321
Autore	Desideri, Fabrizio <1953- >
Titolo	Benjamin / Fabrizio Desideri, Massimo Baldi
Pubbl/distr/stampa	Roma, : Carocci, 2010
ISBN	978-88-430-5420-6
Descrizione fisica	221 p. ; 22 cm
Collana	Pensatori ; 14
Altri autori (Persone)	Baldi, Massimo <1981- >
Disciplina	193
Locazione	FSPBC
Collocazione	Collez. 2758 (14)
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia

2. Record Nr.	UNINA9910481955603321
Titolo	Encyclopedia of Molecular Pharmacology [[electronic resource] /] / edited by Stefan Offermanns, Walter Rosenthal
Pubbl/distr/stampa	Berlin, Heidelberg : , : Springer Berlin Heidelberg : , : Imprint : Springer, , 2008
ISBN	3-540-38918-0
Edizione	[2nd ed. 2008.]
Descrizione fisica	1 online resource (487 illus. eReference.)
Collana	Springer reference
Disciplina	615.103
Soggetti	Pharmacology Molecular biology Neurosciences Pharmacology/Toxicology Molecular Medicine
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Previous ed.: published as Encyclopedic reference of molecular pharmacology. 2004.
Nota di bibliografia	Includes bibliographical references and indexes.
Nota di contenuto	v. 1. A-L -- v. 2. M-Z.
Sommario/riassunto	An essential text, this is a fully updated second edition of a classic, now in two volumes. It provides rapid access to information on molecular pharmacology for research scientists, clinicians and advanced students. With the A-Z format of over 2,000 entries, around 350 authors provide a complete reference to the area of molecular pharmacology. The book combines the knowledge of classic pharmacology with the more recent approach of the precise analysis of the molecular mechanisms by which drugs exert their effects. Short keyword entries define common acronyms, terms and phrases. In addition, detailed essays provide in- depth information on drugs, cellular processes, molecular targets, techniques, molecular mechanisms, and general principles. .

3. Record Nr.	UNINA9910337812603321
Autore	Sethi Ashok
Titolo	Chinese Consumers : Exploring the World's Largest Demographic // by Ashok Sethi
Pubbl/distr/stampa	Singapore : , : Springer Singapore : , : Imprint : Palgrave Macmillan, , 2019
ISBN	981-10-8992-2
Edizione	[1st ed. 2019.]
Descrizione fisica	1 online resource (XIII, 230 p. 6 illus.)
Disciplina	339.470951
Soggetti	Motivation research (Marketing) Asia—Economic conditions Market research Consumer Behavior Asian Economics Market Research/Competitive Intelligence
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	1. Introduction: The Yin and the Yang of the Chinese Consumers -- 2. The Mega Forces -- 3. Digital China -- 4. Key Segments of Chinese consumers -- 5. Key Industries for Future Growth -- 6. Luxury with Chinese Characteristics -- 7. Looking into the Chinese Consumer Mind -- 8. Branding in China -- 9. The Changing Marketing Game -- 10. Looking Ahead. 11. Illustrative Consumer Portraits.
Sommario/riassunto	“China is blazing the trail in technology, and this is transforming consumers and their lives profoundly at a pace that no other world region is experiencing. Deep understanding of Chinese consumers is therefore mission critical. Sethi provides a fascinating perspective based on his deep knowledge based on years of research and his personal life experiences in China. This book is a must read for anyone who wants to participate and win in this complex, competitive, and rapidly evolving market.” —Stan Sthanunathan, Executive Vice President, CMI, Unilever Plc “Sethi has a unique ability to look at the ground insights, enrich them with local anecdotes, and envision the shape of things to come in a simple, relevant, and refreshingly

stimulating manner. In this book, he looks at the hyper connected and hyper segmented consumer of China, influence of the digital revolution, luxury market, retail trends, and Chinese youth from both tactical and strategic perspectives. A must read for those who wish to understand China.” —Pratik Thakar, Head, Asia Pacific Creative, Content & Design Excellence, The Coca-Cola Company “Ashok has a knack of identifying the trends that matter, verbalizing them in a lucid manner, and clearly painting the ensuing opportunities for marketers. This book provides a simple and comprehensive description of what every marketer needs to know about Chinese consumers.” —Paul Zhou, Head, Illuminera Group This book offers a comprehensive analysis of Chinese consumers from multiple perspectives, from the megatrends to their values and psychological changes. The book examines in detail the digital and mobile transformation of the consumers, the way their lifestyle, social interactions and shopping habits have changed, and the opportunities they offer to marketers. The analysis and insights are based on the author’s first-hand observations of the metamorphosis of the consumers and consumption in China over the last fifteen years. Ashok Sethi leads the Illuminera Institute in Shanghai and has over 30 years of experience in providing marketing consultancy and consumer insights and 15 years of first-hand experience in observing the Chinese consumers. .

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