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Autore	Arnold Christian
Titolo	Akzeptanz von Produktinnovationen : Eine Einführung // von Christian Arnold, Christoph Klee
Pubbl/distr/stampa	Wiesbaden : , : Springer Fachmedien Wiesbaden : , : Imprint : Springer Gabler, , 2016
ISBN	3-658-11537-8
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Descrizione fisica	1 online resource (41 p.)
Collana	essentials, , 2197-6708
Disciplina	658.575
Soggetti	Marketing Management Industrial management Innovation/Technology Management
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.
Nota di contenuto	Inhaltsverzeichnis; Kapitel-1; Einleitung; Kapitel-2; Produktinnovationen aus betriebswirtschaftlicher Sicht; 2.1 Zum Innovationsbegriff; 2.2 Erfolgsforschung; Kapitel-3; Akzeptanzforschung; 3.1 Zum Akzeptanzbegriff; 3.2 Diffusionstheorie; 3.3 Theory of Reasoned Action und Theory of Planned Behavior; 3.4 Technology Acceptance Model; Kapitel-4; Widerstände; 4.1 Psychologische Reaktanz; 4.2 Erlernte Hilflosigkeit; Kapitel-5; Schlussbetrachtung; Literatur
Sommario/riassunto	Christian Arnold und Christoph Klee erläutern in diesem Essential, warum es sich bei Produktinnovationen um einen kritischen Erfolgsfaktor handelt: Kundenanforderungen und Technologien wandeln sich immer rascher und das Angebotsprogramm muss entsprechend häufig angepasst werden. Auf eine Begriffserläuterung und einige Anmerkungen zur betriebswirtschaftlichen Erfolgsforschungstradition folgt eine Einführung in bedeutende Konzepte der Akzeptanzforschung. Im Anschluss werden Widerstände diskutiert, die die Akzeptanz einer Produktinnovation unter bestimmten Umständen blockieren können. Der Inhalt Produktinnovationen aus betriebswirtschaftlicher Sicht Akzeptanzforschung Widerstände Erlernte Hilflosigkeit Die Zielgruppen Dozierende und Studierende der

Betriebswirtschaftslehre, insbesondere Marketing Berater und Führungskräfte in den Bereichen Marketing und Vertrieb Die Autoren Dr. Christian Arnold ist als Managementberater und Lehrbeauftragter tätig. Er promovierte an der HHL Leipzig Graduate School of Management zum Thema ubiquitärer E-Service. Christoph Klee ist als Referent für Marketing und Produktmanagement bei BASF tätig. Er studierte Internationales Marketing Management an der Hochschule in Ludwigshafen.

2. Record Nr.	UNINA9910845096003321
Autore	Walia Abhishek
Titolo	Advancements in Microbial Biotechnology for Soil Health // edited by Ravi Kant Bhatia, Abhishek Walia
Pubbl/distr/stampa	Singapore : , : Springer Nature Singapore : , : Imprint : Springer, , 2024
ISBN	981-9994-82-9
Edizione	[1st ed. 2024.]
Descrizione fisica	1 online resource (367 pages)
Collana	Microorganisms for Sustainability, , 2512-1898 ; ; 50
Disciplina	579.17
Soggetti	Microbial ecology Microbial populations Microbial genetics Environmental Microbiology Microbial Communities Microbial Genetics Sòls Biotecnologia agrícola Llibres electrònics
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	1. Soil microbiome as a key factor in soil health -- 2. Tools and techniques to measure soil-health -- 3. Bioengineered microbes for restoration of soil health -- 4. Microbial Inoculum Improvement for Soil Health -- 5. Microbial Metabolites and their Role to Improve Soil Health -- 6. Microbial enzymes for soil health -- 7. Microbial Bio-fertilizers

For Soil Health -- 8. Bio-Control Agents For Soil Health Management -- 9. Nutrient Recycling by Microbes for Healthy Soil -- 10. Plant-Microbe Interaction to Improve Soil Health -- 11. Impact of Anthropogenic Activities on Microbial Diversity and Soil Health -- 12. Organic and Natural Farming to Boost Soil Immunity -- 13. Detoxification of contaminated soil to restore its health for sustainable agriculture -- 14. Nano-biotechnology and its Applications in Maintaining Soil Health -- 15. Advanced and emerging techniques in soil health management.

Sommario/riassunto

This edited book covers the latest trends to improve soil health. It provides an easy-to-understand information to the readers. This book acts as a reference book for various agronomists and research scholars working in the field of agriculture. This edited book covers advanced technologies and practices carried out worldwide to improve soil health. In the present scenario, it is very important to save soil health and replenish it in a sustainable manner from various anthropogenic hazards. As soil is the source to almost all lives on earth and it is duty, the scientific community is developing ways to disseminate and communicate the most recent advancements to restore its health. Content of the book is designed in such a way that it provides a compressive information to the readers to restore the soil health that will ultimately help to improve the health of microbes, animals as well as plants that thrive in the soil and ultimately the quality of life of human being. This book helps research scholars and teachers working in agriculture, horticulture, and environmental management by utilizing advances in microbiology and biotechnology. It is of interest to undergraduate and graduate students, teachers, researchers, environmentalists, agriculture and horticulture scientists, capacity builders, policy makers and all other stakeholders. .
