1. **Record Nr.**   UNICAMPANIAVAN00068797

   Autore   Haines, Charles W.

   Titolo   Elementary differential equations and boundary value problems : student solutions manual / Charles W. Haines

   Pubbl/distr/stampa   New York, : Wiley, 2005

   ISBN   04-7143-340-3

   Edizione   [8. ed]

   Descrizione fisica   277 p. ; 24 cm

   Soggetti   34-XX - Ordinary differential equations [MSC 2020]

   Lingua di pubblicazione   Inglese

   Formato   Materiale a stampa

   Livello bibliografico   Monografia

2. **Record Nr.**   UNINA9910907194803321

   Autore   Martínez-Puertas Sergio

   Titolo   Disruptions, Diversity, and Ethics in Marketing : First International Conference on Advanced Marketing Practice (ICoAMP), Almeria, Spain, April 18-19, 2024 / / edited by Sergio Martínez-Puertas, Manuel Sánchez-Pérez, Cristina Segovia-López, Eduardo Terán-Yépez

   Pubbl/distr/stampa   Cham : , : Springer Nature Switzerland : , : Imprint : Springer, , 2025

   ISBN   9783031704888
   3031704886

   Edizione   [1st ed. 2025.]

   Descrizione fisica   1 online resource (181 pages)

   Collana   Springer Proceedings in Business and Economics, , 2198-7254

   Altri autori (Persone)   Sánchez-PérezManuel
   Segovia-LópezCristina
   Terán-YépezEduardo

   Disciplina   658.8

   Soggetti   Marketing
   Business ethics
   Diversity in the workplace
   Business Ethics
   Diversity Management and Women in Business

   Lingua di pubblicazione   Inglese

Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	A brief review of bibliometric analysis use in marketing studies -- Geographic information system in hospitality: Spatial clustering of hotels based on marketing variables -- Analyzing the relationship between healthcare quality and patient satisfaction in the case of Spain. Some panel data evidence -- Sustainability in Marketing Education. Students attitudes at Iberian Universities -- Sustainability Teaching in Marketing: An Importance Performance Analysis in Higher Education Institutions -- Game-Based Learning through the Use of Artwork Images: Influence on the Perception of a Product -- Unveiling the Collaborative Dynamics of Clusters in En-hancing Cooperation for Green Marketing Initiatives: A Conceptual Model -- Nurturing Sustainability in Agricultural Firms: The Role of Relational Marketing with Stakeholders and the Moderating Influence of Firm´s Attitudes Towards Sustainability -- Why do we play golf? An exploratory research -- Use of online shop chatbots: How trust in seller moderates brand preference and purchase intention.
Sommario/riassunto	As the marketing landscape continues to evolve, posing fresh challenges for both academics and practitioners, this book explores contemporary marketing issues, trends, challenges, and opportunities. Featuring papers presented at the first annual International Conference on Advanced Marketing Practice (ICOAMP) held in Almería, Spain in 2024, this open access book covers a broad range of topics focused analytics, measurements, and methodologies in marketing, health, medical and beauty decision-making; the impact of digital technologies on marketing management; marketing education; marketing oriented to operational data stores (ODS); non-profit marketing; marketing ethics (CSR) and social media, and digital marketing practices, among others. These topics are centered around three pivotal and interrelated themes: disruptions, diversity, and ethics, which are the cornerstones that drive our collective pursuit of understanding their impact on the world of marketing. It is imperative for modern businesses and marketers alike to grasp the intricacies of these factors and their implications. This book provides valuable contributions for marketing researchers and practitioners as well as managers of businesses in a wide range of industries.

3.	Record Nr.	UNINA9910484730403321
	Titolo	Web engineering : 10th International Conference, ICWE 2010, Vienna, Austria, July 5-9, 2010 : proceedings / / Boualem Benatallah ... [et al.], (eds.)
	Pubbl/distr/stampa	Berlin, : Springer, 2010
	ISBN	1-280-38749-1 9786613565419 3-642-13911-6
	Edizione	[1st ed. 2010.]
	Descrizione fisica	1 online resource (528 p. 231 illus.)
	Collana	Lecture notes in computer science, , 0302-9743 ; ; 6189 LNCS sublibrary. SL 3, Information systems and applications, incl. Internet/Web, and HCI
	Altri autori (Persone)	BenatallahBoualem
	Disciplina	006.7
	Soggetti	World Wide Web Software engineering
	Lingua di pubblicazione	Inglese
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
	Note generali	Bibliographic Level Mode of Issuance: Monograph
	Nota di bibliografia	Includes bibliographical references and index.
	Nota di contenuto	Search -- Searching Repositories of Web Application Models -- Toward Approximate GML Retrieval Based on Structural and Semantic Characteristics -- Advancing Search Query Autocompletion Services with More and Better Suggestions -- Designing Service Marts for Engineering Search Computing Applications -- Web Services -- Engineering Autonomic Controllers for Virtualized Web Applications -- AWAIT: Efficient Overload Management for Busy Multi-tier Web Services under Bursty Workloads -- Normative Management of Web Service Level Agreements -- Combining Schema and Level-Based Matching for Web Service Discovery -- Web Messaging for Open and Scalable Distributed Sensing Applications -- On Actors and the REST -- Development Process -- Multi-level Tests for Model Driven Web Applications -- Capture and Evolution of Web Requirements Using WebSpec -- Re-engineering Legacy Web Applications into Rich Internet Applications -- Deriving Vocal Interfaces from Logical Descriptions in Multi-device Authoring Environments -- Quality, Quality in Use, Actual Usability and User Experience as Key Drivers for Web Application Evaluation -- Interfaces for Scripting: Making Greasemonkey Scripts

Resilient to Website Upgrades -- Web 2.0 -- Context-Aware Interaction Approach to Handle Users Local Contexts in Web 2.0 -- Rethinking Microblogging: Open, Distributed, Semantic -- A Web-Based Collaborative Metamodeling Environment with Secure Remote Model Access -- Carbon: Domain-Independent Automatic Web Form Filling -- Scalable and Mashable Location-Oriented Web Services -- Linked Data -- A Flexible Rule-Based Method for Interlinking, Integrating, and Enriching User Data -- Ranking the Linked Data: The Case of DBpedia -- Linkator: Enriching Web Pages by Automatically Adding Dereferenceable Semantic Annotations -- Performance and Security -- A Generic Proxy for Secure Smart Card-Enabled Web Applications -- Efficient Term Cloud Generation for Streaming Web Content -- Industry Papers -- Experiences in Building a RESTful Mixed Reality Web Service Platform -- WebRatio BPM: A Tool for Designing and Deploying Business Processes on the Web -- A Visual Tool for Rapid Integration of Enterprise Software Applications -- Customization Realization in Multi-tenant Web Applications: Case Studies from the Library Sector -- Challenges and Experiences in Deploying Enterprise Crowdsourcing Service -- Business Conversation Manager: Facilitating People Interactions in Outsourcing Service Engagements -- Demo and Poster Papers -- Tools for Modeling and Generating Safe Interface Interactions in Web Applications -- Linking Related Documents: Combining Tag Clouds and Search Queries -- GAmera: A Tool for WS-BPEL Composition Testing Using Mutation Analysis -- Open, Distributed and Semantic Microblogging with SMOB -- The ServFace Builder - A WYSIWYG Approach for Building Service-Based Applications -- Extracting Client-Side Web User Interface Controls -- Applying Semantic Web Technology in a Mobile Setting: The Person Matcher -- Syncro - Concurrent Editing Library for Google Wave -- An Eclipse Plug-in for Model-Driven Development of Rich Internet Applications -- A Cross-Platform Software System to Create and Deploy Mobile Mashups -- A Blog-Centered IPTV Environment for Enhancing Contents Provision, Consumption, and Evolution -- Factic: Personalized Exploratory Search in the Semantic Web -- Takuan: A Tool for WS-BPEL Composition Testing Using Dynamic Invariant Generation.

| Sommario/riassunto | Web engineering is now a well-established and mature ?eld of research with strong relationships with other disciplines such as software engineering, human-computer interaction, and arti'cial intelligence. Web engineering has also been recognized as a multidisciplinary ?eld, which is growing fast together with the growth of the World Wide Web. This evolution is manifested in the richness of the Web Engineering Conferences which attract researchers, prac- tioners, educators, and students from di'erent countries. ThisvolumecontainstheproceedingsoftheontinternationalConferenceon WebEngineering(ICWE2010),whichwasheldinVienna,Austria,inJuly2010. The ICWE conferences are among the most essential events of the Web en- neering community. This fact is manifested both by the number of accomplished researchers that support the conference series with their work and contributions as well as by the continuing patronage of several international organizations dedicated to promoting research and scienti'c progress in the ?eld of Web en- neering. ICWE 2010 followed conferences in San Sebastian, Spain; Yorktown Heights, NY, USA; Como, Italy; Palo Alto, CA, USA; Sydney, Australia; Munich, G-many; Oviedo, Spain; Santa Fe, Argentina; and Caceres, Spain. This year's call for research papers attracted a total of 120 submissions from 39 countries spanning all continents of the world with a good coverage of all the di'erent aspects of Web engineering. Topics addressed by the contributions |

includedareasrangingfrommoretraditional'eldssuchasmodel-
drivenWeb- gineering,Webservices,performance,search,SemanticWeb,
quality,andtesting to novel domains such as the Web 2.0, rich Internet
applications, and mashups.

4.	Record Nr.	UNINA9910955679803321
	Autore	Naveh Gila Safran
	Titolo	Biblical parables and their modern re-creations : from "Apples of gold in silver settings" to "Imperial messages" / / Gila Safran Naveh
	Pubbl/distr/stampa	Albany, N.Y., : State University of New York Press, c2000
	ISBN	1-4384-1434-X
	Edizione	[1st ed.]
	Descrizione fisica	1 online resource (315 p.)
	Collana	SUNY series on modern Jewish literature and culture
	Disciplina	809/.915
	Soggetti	Parables - History and criticism Jewish parables - History and criticism Literature, Modern - 20th century - History and criticism
	Lingua di pubblicazione	Inglese
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
	Note generali	Description based upon print version of record.
	Nota di bibliografia	Includes bibliographical references (p. 225-283) and index.
	Nota di contenuto	""Front Matter""; ""Front Cover""; ""Half Title Page""; ""Title Page""; ""Copyright Page""; ""Table Of Contents""; ""List Of Tables""; ""List Of Figures""; ""ACKNOWLEDGMENTS""; ""INTRODUCTION""; ""Contents""; ""PART I: In Pursuit of Wisdom""; ""CHAPTER 1: The Nature and Structure of Parables""; ""PART II: Apples of Gold""; ""CHAPTER 2: Biblical Parables: The Parable of the Poor Man's Ewe Lamb""; ""CHAPTER 3: Synoptic Gospel Parables: The Parable of the Marriage Feast""; ""CHAPTER 4: Rabbinic Parables: The Parable of the King's Banquet""; ""CHAPTER 5: Chassidic Parables: Two Kinds of Faith"" ""PART III: Imperial Messages""""CHAPTER 6: Wisdom Lost: Modern Parables""; ""CHAPTER 7: Franz Kafka: An Imperial Message""; ""CHAPTER 8: Jorge Luis Borges: The Parable of Cervantes and The Quixote""; ""CHAPTER 9: Itala Calvina: Cities and Signs""; ""CHAPTER 10: S. Y. Agnon: An Opening to Kaddish""; ""TOWARD A CONCLUSION: ""SOME FABULOUS YONDER""""; ""Back Matter""; ""NOTES""; ""BIBLIOGRAPHY""; ""INDEX""; ""Back Cover""

Sommario/riassunto   Offers a penetrating cross-cultural analysis of the enduring genre of parables, revealing a dramatic social, cultural, and political shift in the way we view the divine. In Biblical Parables and Their Modern Re-creations, Gila Safran Naveh carefully charts the historical transformation of these deceptively simple narratives to reveal fundamental shifts in their form, function, and most significantly, their readers' cognitive processes. Bringing together for the first time parables from the Scriptures, the synoptic Gospels, Chassidic tales, and medieval philosophy with the mashal, the rabbinic parables commonly used to interpret Scripture, this book brilliantly contrasts the rhetorical strategies of ancient parables with more recent examples of the genre by Kafka, Borges, Calvino, and Agnon. By using an interdisciplinary approach and insights from current semiotic, linguistic, psychoanalytic, and gender theories, Naveh reveals a dramatic social, cultural, and political shift in the way we view the divine. Gila Safran Naveh is Professor of Judaic Studies and Comparative Literature at the University of Cincinnati.