

1. Record Nr.	UNINA990010060190403321
Autore	Godelier, Maurice <1934- >
Titolo	Antropologia e marxismo / Maurice Godelier
Pubbl/distr/stampa	Milano, : Pgreco, 2015 Roma, : Riuniti, 1977
ISBN	978-88-6802-093-4
Descrizione fisica	371 p. : ill. ; 21 cm
Disciplina	335.4 306.3
Locazione	BFS
Collocazione	335.4 GOD 1
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia

2. Record Nr.	UNINA9910582600903321
Titolo	Pubblicità e arte : l'undicesima musa / Emanuele Gabardi (a cura di)
Pubbl/distr/stampa	Milano, : FrancoAngeli, 2022
ISBN	9788835136576
Descrizione fisica	309 p. : ill. ; 22 cm
Collana	Impresa, comunicazione, mercato : nuova serie ; 37
Disciplina	659.1
Locazione	BFS
Collocazione	659.1 GAB 4
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia
3. Record Nr.	UNISALENT0991003956579707536
Autore	Mouquet, Jules
Titolo	Baudelaire en 1848 : la tribune nationale / Jules Moquet et W. T. Bandy
Pubbl/distr/stampa	Paris : Emile Paul, 1946
Descrizione fisica	340 p. ; 19 cm
Altri autori (Persone)	Bandy, William Thomas
Disciplina	840
Soggetti	Baudelaire, Charles Baudelaire, Charles
Lingua di pubblicazione	Francese
Formato	Materiale a stampa
Livello bibliografico	Monografia

4. Record Nr.	UNIORUON00183825
Autore	MERRIDALE, Catherine
Titolo	Moscow politics and the rise of Stalin : the communist party in the capital, 1925-32 / Catherine Merridale
Pubbl/distr/stampa	Houndsborough, : Macmillan, 1990 - XV, 328 p. ; 22 cm
ISBN	0333516303
Soggetti	UNIONE SOVIETICA - Politica e governo - 1917-1937
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
5. Record Nr.	UNINA9910488718003321
Titolo	Developments in information and knowledge management for business applications . Volume 2 / edited by Natalia Kryvinska, Aneta Poniszewska-Maranda
Pubbl/distr/stampa	Cham, Switzerland : , : Springer, , [2021] ©2021
ISBN	3030766322
Descrizione fisica	1 online resource (704 pages)
Collana	Studies in Systems, Decision and Control ; ; Volume 376
Disciplina	006.3
Soggetti	Computational intelligence Business Sistemes d'informació per a la gestió Gestió del coneixement Intel·ligència computacional Tecnologia de la informació Llibres electrònics
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia

Intro -- Preface -- Contents -- Study on Wide-Ranging Ethical Implications of Big Data Technology in a Digital Society: How Likely Are Data Accidents in the COVID-19 Reality? -- 1 Introduction -- 2 Views on Big Data Technology -- 2.1 The Use of Big Data Technology on a Large Scale and Associated Commercial Opportunities -- 2.2 The Use of Big Data Technology for Managing COVID-19 Pandemic in a Digital Society -- 3 Views on Big Data Technology -- 3.1 The Normal Accident Theory and Normal Accidents -- 3.2 Normal Accidents Associated with Big Data Technology -- 4 Views on Data Accidents Associated with Big Data Technology -- 4.1 Systemic Data Accidents -- 4.2 Noncommercial Data Accidents -- 4.3 Commercial Data Accidents -- 4.4 Application of Normal Accident Theory to Real Data Accident Scenarios -- 4.5 Successful Risk Mitigation Strategies -- 5 Discussion and Contributions -- 6 Conclusion -- References -- Application of Business Rules Mechanism in IT System Projects -- 1 Introduction -- 1.1 Objectives and Scope of Work -- 1.2 Composition of Work -- 1.3 Review of the Literature -- 2 The Concept of Business Rules in the Context of Software Development -- 2.1 Outline of Problems in Creating IT Systems -- 2.2 Arguments for Finding New Solutions in Software Development -- 2.3 The Concept of Business Rules -- 2.4 Business Rules -- 2.5 Implementation of Business Rules -- 3 Technological Aspect of Business Concepts -- 3.1 Business Rules Management Systems -- 3.2 Repetition of the Algorithm -- 3.3 Review of Business Rule Management Technologies -- 4 Design and Operation of a Business Rules Engine on the Example of the JBoss Drools System -- 4.1 Basic Information About the Drools System -- 4.2 Managing Business Rules Using the Drools Platform -- 4.3 Key Operating Mechanisms of Drools Expert -- 4.4 BRMS Drools-Summary.

5 Application of the Corporate Rules Engine in the Design of an IT System -- 5.1 Problem Presentation -- 5.2 Requirements for the Proposed System -- 5.3 Description of the System Architecture -- 5.4 Identification of Key Processes -- 5.5 Technologies and Tools Used in the Project -- 5.6 System Design-Summary -- 6 Analysis of the Application of the Business Regulatory Force in the IT System -- 6.1 Description of the User Interface -- 6.2 Description of the Module for Adding Business Rules -- 6.3 Analysis of Selected Use Scenarios: Defining Business Rules -- 6.4 Advantages of Using the Rules Motor in the Created System -- 6.5 Problems Encountered in Designing System and Application Errors -- 6.6 Analysis of the Use of the Commercial Rules Engine -- 7 Summary -- References -- Data-as-a-Service versus Information-as-a-Service: Critical Differences in Theory, Implementation, and Applicability of Two Growing Cloud Services -- 1 Introduction -- 1.1 Relevance -- 1.2 Goals and Objectives -- 2 Theoretical and Conceptual Background -- 2.1 Cloud Computing in General -- 3 Data Versus Information -- 4 Data-as-a-Service (DaaS) -- 4.1 Definition of DaaS -- 4.2 Distinction -- 4.3 Characteristics of DaaS -- 4.4 Suitability of DaaS -- 4.5 Benefits of DaaS -- 4.6 Downside/Challenges of DaaS -- 4.7 Pricing Models -- 4.8 Examples of Real-World Applications -- 4.9 Drivers -- 5 Information-as-a-Service -- 5.1 Definition -- 5.2 Distinction -- 5.3 Characteristics of Information-as-a-Service -- 5.4 Suitability -- 5.5 Benefits -- 5.6 Downsides -- 5.7 Pricing Models -- 5.8 Examples of Real-World Applications -- 5.9 Drivers -- 6 Comparison of DaaS and IaaS Along Discussed Dimensions -- 6.1 Criteria for Suitability of the Respective Format -- 6.2 Summary of the Key Findings -- 7 Conclusion -- 7.1 Synopsis -- 7.2 Further Research -- References.

Management and Measuring Customer Loyalty in Digital Marketplace-Analysis of KPIs and Influence Factors in CLTV -- 1 Introduction -- 1.1

Relevance -- 2 Theoretical and Conceptual Background -- 2.1 Customer Relation Management -- 2.2 Customer Loyalty Program -- 2.3 Bonus Schemes -- 2.4 Requirements for the Conception of a Bonus Program -- 3 Bonus Programs in Austrian, German and Swiss Retail -- 4 Results Evaluation and Conclusions -- References -- Cost-Effective Solutions in Cloud Computing Security -- 1 Introduction -- 1.1 Relevance -- 1.2 Goals and Objectives -- 2 Theoretical and Conceptual Background -- 2.1 Cloud Computing as a Cost-Effective Solution -- 2.2 Cloud Computing Services -- 2.3 Deployment Models in the Cloud -- 3 Concerns Regarding Cloud Computing and Security -- 3.1 Challenges in Cloud Computing Security -- 3.2 Some Major Challenges -- 3.3 Security Issues in Cloud Services -- 4 Perspective on Available Solutions -- 4.1 Security Solutions Available -- 4.2 Solutions to Privacy and Security Using Cryptography -- 4.3 Security and Privacy Issues Tackled with Cryptography -- 5 Models and Methods of Cost Calculations of Security in Cloud -- 5.1 Encryption Method of Cost Calculation -- 5.2 The Economic Model of Security Threats -- 6 Conclusion -- 6.1 Synopsis -- 6.2 Further Research -- References -- Marketing Communication and Its Role in the Process of Creating Rational Awareness of Generation Z Representatives -- 1 Introduction -- 2 Materials and Methods -- 3 Results -- 3.1 Perception of Contemporary Marketing -- 3.2 Attitudes Toward Sustainable Product Strategies -- 3.3 Opinion on Marketing Communication as a Basis for Creating Customer Awareness -- 4 Discussion and Conclusions -- References -- How is Data Visualization Shaping Our Life? The Application of Analytics from Google Trends During the Epidemic of COVID-19 -- 1 Introduction.

2 Data Visualization and the COVID-19 Epidemic -- 2.1 What Can Big Data Do for Epidemic Control? -- 2.2 Big Data of Search Volume Could Guide the Economy and People's Livelihood -- 2.3 Case Study:Multiple Applications of Epidemic Control Supported by Big Data in China -- 3 Methods and Hypothesis -- 4 Results of Evaluation -- 5 Conclusion -- References -- Analysis of the Practices of Financial Intelligence Units (FIUs) and Other Anti-money Laundering Agencies Within EU -- 1 Introduction -- 2 Defining the Phenomenon of Money Laundering and Explanation on its Characteristics -- 2.1 Phases of the Money Laundering Process -- 2.2 Multicriteria Decision Making Model Within Banks as a Successful Criterion for Risk Elimination of Money Laundering Within the Financial Sector -- 2.3 Decision Support Systems -- 2.4 Principles of Banking and Financial Operations, Including Anti Money Laundering Principles as a Part of Modern Private Banking -- 2.5 Liquidity and Solvency Principles -- 2.6 Principle of Efficiency -- 2.7 Profitability Principle -- 2.8 Anti-money Laundering Principles (I.E. Prevention of Criminal Use of the Banking Institution) -- 2.9 Harmonization of Banking Principles -- 3 Multicriteria Decision Making -- 3.1 Defining Terms in the Problem of Decision Making -- 3.2 Methods of Multicriteria Analysis -- 3.3 Combining AHP and TOPSIS Methods in Multi-criteria Evaluation Optimization Investment Benefits of Banks -- 4 Conclusion -- References -- Modern Approaches to Leadership Development-An Overview -- 1 Introduction -- 2 Modern Approaches to Leadership Development -- 2.1 Personnel and Leadership Development -- 2.2 Systematic Approach to Development Programs -- 2.3 Evaluation of Development Programs -- 3 Conclusion -- 3.1 Synopsis -- 3.2 Further Research -- References. Crowdfunding and Uncertain Decision Problems-Applying Shannon Entropy to Support Entrepreneurs -- 1 Introduction -- 1.1 Relevance -- 1.2 Development and Future Expectations in Crowdfunding -- 2 Theoretical and Conceptual Background -- 2.1 Triadic Relationship

in Crowdfunding -- 3 Research Method -- 3.1 Answers of Participants -- 3.2 First Results -- 4 Mathematical Decision Function to Analyse the Complex Structures of the Decision Process in Crowdfunding -- 4.1 Decision Drivers and Decision Aims -- 4.2 Example of Two Decision Drivers (Determinants for Actors): Time of Realization and Costs of Realization and Mathematical Approach of Their Intensity -- 4.3 Example to Explain the Intensity and Ranking of Two Decision Drivers in One Decision Aim Based on Probability Theory and Shannon Entropy -- 5 Conclusion and Further Research -- References -- The Impact of Electronic Services on Traditional Services -- 1 Introduction -- 2 Traditional Services -- 2.1 Shift in the Economy: The Importance of Services -- 2.2 Internal Communication Tools -- 2.3 Service Quality -- 3 Electronic Services -- 3.1 Definition of Electronic Services -- 3.2 Service Quality -- 3.3 The Long Tail -- 4 Examples in the Industries -- 4.1 Traditional Banking Service Versus E-Banking -- 4.2 Traditional Shopping Service Versus Online Shopping -- 4.3 Netflix -- 4.4 Uber -- 5 Conclusion -- References -- Use of Digital Technologies in Business in Slovakia -- 1 Introduction -- 2 Goal and Methodology -- 3 Use of Digital Technologies in Doing Business -- 3.1 Digitization in the Area of Taxes -- 3.2 Use of Digital Technologies in Financial Services -- 3.3 Electronic Payment System -- 3.4 Transactions with Virtual Cryptocurrency -- 3.5 Crowdfunding -- 3.6 Insurance Services InsurTech -- 4 Personal Data Protection -- 5 Conclusion -- References.

Business Information Through Choice-Based Conjoint Analysis: The Case of Electric Vehicle Home Charging.

---