

1. Record Nr.	UNINA9910157529703321
Autore	Brown Michael A., Sr.
Titolo	Social media performance evaluation and success measurements // Michael A. Brown Sr., Florida International University, USA [editor]
Pubbl/distr/stampa	Hershey, PA : , : Information Science Reference, , [2017] 2017
ISBN	9781522519645 9781522519638
Descrizione fisica	1 online resource (xxvii, 294 pages) : illustrations (some color)
Collana	Advances in Social Networking and Online Communities (ASNOC) Book Series ; ; 2328-1413
Disciplina	302.231
Soggetti	Social media Online social networks Employees - Rating of
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	"Premier reference source"--Cover.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Social networking and social media comparisons / Michael A. Brown Sr. -- SNIP: a survey instrument / Michael A. Brown Sr. -- Understanding social communication / Michael A. Brown Sr. -- Social media: a discussion of considerations for modern organizations and professionals / Liston W. Bailey -- Framing and mis-framing in micro-blogging sites in China: online propagation of an animal cruelty campaign / Yuanxin Wang -- Using social media tools in marketing: opportunities and challenges / Nozha Erragcha -- Social networking engagement and crisis communication considerations / Mitchell Marovitz -- CHOICES: measuring return on investment in a nonprofit organization / Leigh Nanney Hersey -- Nonprofit organizations and social media use: an analysis of nonprofit organizations' effective use of social media tools / Aminata Sillah -- Models of participation in social networks / Giulio Angiani [and 3 others] -- Invest, engage, and win: online campaigns and their outcomes in an Israeli election / Moran Yarchi [and 3 others].
Sommario/riassunto	"[This book] is a pivotal reference source for the latest scholarly research on social networking participation expectations and values to

examine individual performance in digital communication activities. Featuring coverage across a range of topics, such as crisis communication, social networking engagement, and return on investments, this publication is ideally designed for academicians, practitioners, and researchers seeking current research on the benefits of utilizing the social network environment of today"--Provided by publisher.

2. Record Nr.	UNINA9910557294103321
Autore	Jakubowicz Jarosaw
Titolo	Ti-Based Biomaterials : Synthesis, Properties and Applications
Pubbl/distr/stampa	Basel, Switzerland, : MDPI - Multidisciplinary Digital Publishing Institute, 2020
Descrizione fisica	1 online resource (268 p.)
Soggetti	History of engineering and technology
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Sommario/riassunto	Recently, great attention has been paid to materials that can be used in the human body to prepare parts that replace failed bone structures. Of all materials, Ti-based materials are the most desirable, because they provide an optimum combination of mechanical, chemical, and biological properties. The successful application of Ti biomaterials has been confirmed mainly in dentistry, orthopedics, and traumatology. Titanium biocompatibility is practically the highest of all metallic biomaterials; however, new solutions are being sought to continuously improve their biocompatibility and osseointegration. Thus, the chemical modification of Ti results in the formation of new alloys or composites, which provide new perspectives for Ti biomaterials applications. This book covers broad aspects of Ti-based biomaterials concerning the design of their structure, mechanical, and biological properties. This book demonstrates that the new Ti-based compounds

and their surface treatment provide the best properties for biomedical applications.
