1. Record Nr. UNINA9910588787103321

Autore	Gier Nadine R
Titolo	Consumer Decision Neuroscience : Ausgewählte Beiträge
Pubbl/distr/stampa	Wiesbaden, : Springer Nature, 2022 Wiesbaden : , : Springer Fachmedien Wiesbaden GmbH, , 2022 ©2022
ISBN	9783658382063 3658382066
Edizione	[1st ed.]
Descrizione fisica	1 online resource (254 pages)
Classificazione	PZS
Soggetti	Sales & marketing
Lingua di pubblicazione	Tedesco
Formato	Materiale a stampa
Livello bibliografico	Monografia
Sommario/riassunto	Dieses Open-Access-Buch zur Consumer Decision Neuroscience verfolgt das Ziel, durch die Integration neurowissenschaftlicher Methoden in die Käufer- und Konsumentenverhaltensforschung die Identifikation verhaltensrelevanter, neurophysiologischer Variablen zu ermöglichen, um darauf aufbauend eine Theorieerweiterung zu schaffen. In ausgewählten Beiträgen werden Käufer- und Konsumentenentscheidungsprozesse anhand verschiedener methodischer, neurowissenschaftlich fundierter Herangehensweisen empirisch untersucht, um die Entscheidungsprozesse umfassend beschreiben, effektiver unterstützen und erfolgreich vorhersagen zu können.

2. Record Nr. UNINA9910557599403321

Autore	Bizon Nicu
Titolo	Fuel Cell Renewable Hybrid Power Systems
Pubbl/distr/stampa	Basel, Switzerland, : MDPI - Multidisciplinary Digital Publishing Institute, 2021
Descrizione fisica	1 online resource (222 p.)
Soggetti	Research and information: general Technology: general issues
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Sommario/riassunto	Climate change is becoming visible today, and so this book-through including innovative solutions and experimental research as well as state-of-the-art studies in challenging areas related to sustainable energy development based on hybrid energy systems that combine renewable energy systems with fuel cells-represents a useful resource for researchers in these fields. In this context, hydrogen fuel cell technology is one of the alternative solutions for the development of future clean energy systems. As this book presents the latest solutions, readers working in research areas related to the above are invited to read it.