

1. Record Nr.	UNINA9910702949803321
Titolo	2010 census [[electronic resource] ] : assessing the Census Bureau's progress : joint hearing before the Subcommittee on Information Policy, Census, and National Archives and the Committee on Oversight and Government Reform, House of Representatives, One Hundred Tenth Congress, second session, June 11, 2008
Pubbl/distr/stampa	Washington : , : U.S. G.P.O., , 2009
Descrizione fisica	1 online resource (iii, 103 pages)
Soggetti	Demographic surveys - United States - Automation United States Census, 2010
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Title from title screen (viewed on Dec. 11, 2009). Paper version available for sale by the Supt. of Docs., U.S. G.P.O. "Serial no. 110-172."
Nota di bibliografia	Includes bibliographical references.

2. Record Nr.	UNINA9910780901703321
Autore	Moore Karl <1955-, >
Titolo	Marketing : the basics // Karl Moore and Niketh Pareek
Pubbl/distr/stampa	London ; ; New York : , : Routledge, , 2010
ISBN	1-135-22590-7 1-134-17889-1 1-135-22591-5 1-282-44409-3 9786612444098 0-203-87034-4
Edizione	[2nd ed.]
Descrizione fisica	1 online resource (246 p.)
Collana	The basics
Classificazione	85.40
Altri autori (Persone)	PareekNiketh
Disciplina	658.8
Soggetti	Consumer behavior - Research Export marketing - Management Marketing research Marketing - Management
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 and index.
Nota di contenuto	BOOK COVER; TITLE; COPYRIGHT; CONTENTS; LIST OF ILLUSTRATIONS; INTRODUCTION; 1 WHAT IS MANAGEMENT?; 2 MARKETING AS A CORPORATE FUNCTION; 3 SEGMENTATION, TARGETING AND POSITIONING; 4 ONLINE MARKETING; 5 PRODUCT AND PLACEMENT; 6 PRICE; 7 PROMOTION; 8 PEOPLE; 9 MARKET RESEARCH: SEEKING DEEP INSIGHT INTO THE CUSTOMER'S WORLD AND MIND; 10 GLOBAL MARKETING; GLOSSARY; INDEX
Sommario/riassunto	'...a punchy, stripped-down version of what marketing is all about.' - The Times Higher Education Supplement If you have a product you're looking to market, or you're seeking to learn more about the potential of online marketing, Marketing: The Basics tells you everything you need to know about the techniques marketers use to push their product to the 'tipping point'. The essentials of e-commerce are explored and explained, along side more traditional marketing approaches in this revised and updated new edition. This book: <LI

