

1. Record Nr.	UNINA9910704398803321
Autore	Patnaik Surya N.
Titolo	Dynamic analysis with stress mode animation by the integrated force method // Surya N. Patnaik, Rula M. Coroneos and Dale A. Hopkins
Pubbl/distr/stampa	[Washington, D.C.] : , : National Aeronautics and Space Administration, Office of Management, Scientific and Technical Information Program, , April 1997
Descrizione fisica	1 online resource (17 pages) : illustrations
Collana	NASA technical memorandum ; ; 4729
Soggetti	Stress analysis Structural design Design analysis International Space Station Dynamic loads
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Title from title screen (viewed Feb. 23, 2016). "April 1997." "Performing organization: National Aeronautics and Space Administration, Lewis Research Center, Cleveland, Ohio"--Report documentation page.
Nota di bibliografia	Includes bibliographical references (page 17).

2. Record Nr.	UNINA9910298466303321
Autore	Hurle Daniel
Titolo	Social Media for Scientific Institutions : How to Attract Young Academics by Using Social Media as a Marketing Tool / / by Daniel Hurle, Julia Postatny
Pubbl/distr/stampa	Wiesbaden : , : Springer Fachmedien Wiesbaden : , : Imprint : Springer Gabler, , 2015
ISBN	3-658-08822-2
Edizione	[1st ed. 2015.]
Descrizione fisica	1 online resource (131 p.)
Collana	BestMasters, , 2625-3577
Disciplina	330 351 650 658.8
Soggetti	Marketing Management Public administration Public Administration
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.
Nota di contenuto	Social Media Environment and Marketing -- Scientific Institutions and Young Academics -- Online Survey, Benchmark Analysis and Expert Interviews -- Social Media Concept: Content, Platforms, Monitoring.
Sommario/riassunto	This book covers relevant topics of social media in the area of research institutes. Daniel Hurle and Julia Postatny follow the research question of how social media can empower the communication of such institutes by using the example of the Berlin-Brandenburg Academy of Sciences and Humanities. Based on a comprehensive analysis of the designated target group of young academics, a holistic social media concept is developed with clear guidelines for immediate application and implementation. Diagrams, illustrations, models and short summaries after each section facilitate the understanding of the process and complex decisions, and lead the reader gently through the topic. Contents Social Media Environment and Marketing Scientific Institutions and Young Academics Online Survey, Benchmark Analysis and Expert

Interviews Social Media Concept: Content, Platforms, Monitoring Target Groups Researchers and students in the fields of business administration, marketing, communications, social media, public relations, and communications sciences Practitioners in these areas The Authors Daniel Hurrel and Julia Postatny completed their Master's Degree under the supervision of Prof. Dr. Dirk-Mario Boltz in International Marketing Management (M.A.) at the Berlin School of Economics and Law. With several long-term stays in the USA, Canada, Singapore and Europe along with hands-on experience in international companies they gained outstanding skills and know-how for their future marketing career.

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