

1. Record Nr.	UNINA9910706590103321
Autore	Kandula Max
Titolo	Acoustical and flowfield characterization of a scaled tabletop rocket // Max Kandula [and three others]
Pubbl/distr/stampa	Kennedy Space Center, Florida : , : National Aeronautics and Space Administration, John F. Kennedy Space Center, , July 2001
Descrizione fisica	1 online resource (v, 16 pages) : illustrations
Collana	NASA/TM ; ; 2001-210262
Soggetti	Acoustics Computational fluid dynamics Rocket engines Pressure oscillations Flow distribution Combustion products
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	"July 2001". "Performing organization: NASA John F. Kennedy Space Center"--Report documentation page.
Nota di bibliografia	Includes bibliographical references (pages 7-8).

2. Record Nr.	UNINA9910808558803321
Autore	Davis John <1960 February 17->
Titolo	Measuring marketing : the 100+ essential metrics every marketer needs // John A. Davis
Pubbl/distr/stampa	Boston ; , Berlin : , : Walter de Gruyter, , [2018] ©2018
ISBN	1-5015-0722-2
Edizione	[Third edition.]
Descrizione fisica	1 online resource : illustrations
Soggetti	Marketing - Evaluation Marketing research
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Frontmatter -- Praise For Measuring Marketing, Third Edition / Bodell, Lisa / Farrell, Mark / Nair, Hari / McCabe, Thomas / Leonard, Steve / Vallisuta, Pakpoom -- About The Author -- Contents -- Introduction -- Part 1: Corporate Financial Metrics -- Part 2: Marketing Planning Measures -- Part 3: Brand Metrics -- Part 4: Customers Metrics -- Part 5: Product/Offering Metrics -- Part 6: Price Metrics -- Part 7: Advertising/Promotion Metrics -- Part 8: Direct Marketing Metrics -- Part 9: Digital/Social Metrics -- Part 10: Place/Distribution Metrics -- Part 11: Sales Metrics
Sommario/riassunto	Marketing has long been considered more art than science, but the demands of a more dynamic, globalized business world has led to the development of sophisticated methods for quantifying marketing success. Organized into eleven focused sections, this reliable resource offers an effective approach to making a complex topic understandable. Written for both marketing managers accountable for growth-driven activities that must yield measurable results as well as senior executives who need a firm understanding of marketing's impact on a business or product line, this informative guide puts more than 110 key metrics in perspective. Along the way, you'll be introduced to a variety of important analytical tools, from brand, customer, and sales metrics to advertising, price, and distributions metrics. And with the

addition of new examples and metrics-including significant updates to the online/digital/social area- Measuring Marketing, Third Edition will put you in a better position to excel at this difficult endeavor.

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