

1. Record Nr.	UNINA9910140595403321
Autore	Schlechty Phillip C. <1937->
Titolo	Leading for learning [[electronic resource] ] : how to transform schools into learning organizations / / Phillip C. Schlechty
Pubbl/distr/stampa	San Francisco, Calif., : Jossey-Bass, c2009
ISBN	1-282-24230-X 9786613813428 1-118-26949-7 0-470-63627-0
Edizione	[1st ed.]
Descrizione fisica	1 online resource (354 p.)
Disciplina	371.2/070973 371.2070973
Soggetti	School improvement programs - United States School management and organization - United States Educational change - United States Electronic books.
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 (p. 313-318) and index.
Nota di contenuto	The case for transformation -- Systems and technological change -- Bureaucracies versus learning organizations -- Bureaucratic images of schools -- A new image of schools -- The bureaucratic impulse -- Reassessing standards -- Restoring civic capacity and building social capital : two keys to school transformation -- Painting a new image of schools -- Creating the capacity to support innovation -- Standards into sources of direction -- A theory of action -- Engaging the heart and recapturing our heritage.
Sommario/riassunto	Written by acclaimed school reform advocate Phillip C. Schlechty, Leading for Learning offers educators the framework, tools, and processes they need to transform their schools from bureaucracies into dynamic learning organizations. Schlechty explains how to move beyond some of the deeply ingrained and negative conceptions of schooling that guide so much of their practice. He shows educators how they can take advantage of new learning technologies by increasing their organization's capacity to support continuous

2. Record Nr.	UNINA9910707705303321
Autore	Barker Rene A.
Titolo	Configuration of the base of the Edwards-Trinity aquifer system and hydrogeology of the underlying pre-Cretaceous rocks, west-central Texas / / by Rene Barker and Ann F. Ardis
Pubbl/distr/stampa	Austin, Texas : , : U.S. Geological Survey, , 1992
Descrizione fisica	1 online resource (v, 25 pages) : illustrations
Collana	Water-resources investigations report ; ; 91-4071
Soggetti	Aquifers - Texas Geology, Stratigraphic - Paleozoic Geology, Stratigraphic - Mesozoic Hydrogeology - Texas Aquifers Geology, Stratigraphic Hydrogeology Mesozoic Geologic Period Paleozoic Geologic Period Texas
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references (pages 22-25).

3. Record Nr.	UNINA9910811772803321
Titolo	The marketing century : how marketing drives business and shapes society : The Chartered Institute of Marketing // edited by Jeremy Kourdi
Pubbl/distr/stampa	Chichester, : Wiley, 2011
ISBN	1-119-20850-5 1-280-78442-3 9786613694812 1-119-99359-8
Edizione	[1st ed.]
Descrizione fisica	1 online resource (280 p.)
Altri autori (Persone)	KourdiJeremy
Disciplina	658.3124
Soggetti	Marketing - History
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	The Marketing Century; CONTENTS; Introduction (Rod Wilkes); 1 Strategic Marketing (Don Peppers and Martha Rogers); 2 Market Segmentation (Malcolm McDonald); 3 Innovation (John Saunders and Veronica Wong); 4 Digital Marketing (Philip Sheldrake); 5 Sales and Business Development (Beth Rogers); 6 Customer Relationship Management (Merlin Stone); 7 Branding (Graham Hales); 8 Advertising (Jonathan Gabay); 9 Public Relations (Paul Mylrea); 10 Internal Marketing (Keith Glanfield); 11 Marketing and Sustainability (John Grant); 12 Social Marketing (Veronica Sharp); Index
Sommario/riassunto	Written to celebrate the Institute's centenary, The Marketing Century explains: how the key elements of marketing have developed; how the various aspects of marketing contribute to performance; what it is that great marketers do; and how the discipline of marketing may develop in the future. While The Marketing Century describes the years since 1911 it also describes the 21st Century: a time when the ability to understand and connect with customers is more rewarding, complex and valuable than ever. It explains:The three forces shaping the past, present and future of mar

