

1. Record Nr.	UNINA9910452632803321
Autore	Kaiser Michael M
Titolo	The cycle [[electronic resource]] : a practical approach to managing arts organizations / / Michael M. Kaiser with Brett E. Egan
Pubbl/distr/stampa	Waltham, Mass., : Brandeis University Press, 2013
ISBN	1-61168-478-1
Descrizione fisica	1 online resource (205 p.)
Altri autori (Persone)	EganBrett E
Disciplina	791/.068
Soggetti	Performing arts - Management Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	Programming: It is all about the art -- Programmatic marketing: putting butts in seats -- Institutional marketing: image is everything -- Building the base: it's all in the family -- Assembling a productive board: the head of the family -- Generating revenue: earning rent from the cycle -- Controlling expenses: not glamorous, but essential -- Implementing the cycle: the cycle worksheet -- When the cycle breaks -- The cycle and strategic planning.
Sommario/riassunto	Offers practical advice, based on the notion of a "family" of supporters, for managing healthy arts organizations

2. Record Nr.	UNINA9910741144203321
Autore	Curran Clive-Steven
Titolo	The anticipation of converging industries : a concept applied to nutraceuticals and functional foods // Clive-Steven Curran
Pubbl/distr/stampa	London, : Springer, c2013
ISBN	9781447151708 1447151704
Edizione	[1st ed. 2013.]
Descrizione fisica	1 online resource (xi, 255 pages) : illustrations (some color)
Collana	Gale eBooks
Disciplina	338.476
Soggetti	Food industry and trade - Information technology Functional foods Convergence (Telecommunication) Engineering Pharmaceutical technology
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 at the end of each chapters.
Nota di contenuto	1.Introduction -- 2.Convergence -- 3.Anticipating Convergence -- 4. Conceptual Framework and Research Design -- 5.Analysis and Results -- 6.Discussion of Findings and Implications for Theory and Practice -- 7.Summary and Conclusion -- App. 1. Hierarchical construction of IPCs.
Sommario/riassunto	The blurring of boundaries between hitherto distinct scientific disciplines, technologies or markets is a common and powerful phenomenon. Subjects of this convergence often change consumer behaviours, favouring products and platforms with multiple functions. The Anticipation of Converging Industries provides a detailed focus on the triggers, drivers and consequences of convergence to create a more concise definition of convergence. This detailed analysis includes a specifically developed toolbox for 'convergence foresight', creating a forecasting method for convergence trends. With the focus on the chemical, biotechnological and pharmaceutical industries, several indicators of convergence in the areas of Nutraceuticals/Functional Foods, Cosmeceuticals and ICT are derived from samples including over 1million patents and scientific publications. By supporting this

methodical approach with real world data, The Anticipation of Converging Industries is perfect for industry practitioners looking for a competitive edge in the present and for the future. Similarly, academics will find a comprehensive theoretical concept for better understanding the underlying rationale of convergence at their disposal.
