

1. Record Nr.	UNINA9910455797503321
Autore	Jupp Edmund W
Titolo	Boat watching [[electronic resource] /] / Edmund W. Jupp
Pubbl/distr/stampa	Bristol, UK ; ; Portland, OR, : Intellect, c2002
ISBN	1-280-47723-7 9786610477234 1-84150-836-5
Descrizione fisica	1 online resource (101 p.)
Collana	Watching series
Disciplina	623.82
Soggetti	Boats and boating Boatbuilding 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	Front cover; Preliminaries; Contents; Preface; Basics; The Boat; Water; Types of Boat; Propulsion; Miscellaneous; Glossary; Back cover
Sommario/riassunto	The aim of the Watching series is to draw attention to some of the very interesting items around us, things that perhaps we don't notice as much as we might. The first was Bridge Watching, and when this was put "on the Net" it produced, to the surprise of the author, such a pleasant flood of e-mail that another was written, called Water Watching. This, too, was kindly received. So it was tempting to continue with the theme. Boat Watching doesn't set out to teach you how to design a boat, build a boat, or even how to use a boat. I hope it will help you to look at boats, though, really look at

2. Record Nr.	UNINA9910830224503321
Autore	Mizejewski Linda
Titolo	It happened one night // Linda Mizejewski
Pubbl/distr/stampa	Malden, Massachusetts : , : Wiley-Blackwell, , [2010] ©2010
ISBN	1-282-34360-2 9786612343605 1-4051-7388-2 1-4443-1015-1 1-4443-1016-X
Descrizione fisica	1 online resource (149 p.)
Collana	Wiley-Blackwell studies in film and television
Disciplina	791.4372
Soggetti	Motion pictures
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 (pages [122]-131) and index.
Nota di contenuto	IT HAPPENED ONE NIGHT; Contents; List of Illustrations; Acknowledgments; Introduction: Little Picture, Big Classic; 1. Rules and Unruliness: Romantic Comedy; 2. Sex and Censorship: The Wavering Walls of Jericho; 3. Capra, Class, and the Runaway Heiress; 4. Stardom: Shirtless Gable, Classy Colbert; Notes; Works Cited; Index
Sommario/riassunto	A movie that swept the 1934 Academy Awards and captivated Depression-era America, It Happened One Night challenged the ways Americans imagined marriage, romance, gender, and class difference. This book examines key scenes and formal features of It Happened One Night, and explores its lasting importance in film history and in cultural studies. Consideration of the film's role in establishing the genre of the romantic comedy film Investigations into the film's persistent sexuality and its creativity in avoiding Depression-era censorship Establishment of t

3. Record Nr.	UNINA9910755087303321
Autore	Rademacher Ute
Titolo	Customer Centricity in New Product Development : Radical Customer Orientation as the Key to High-potential Innovations // by Ute Rademacher
Pubbl/distr/stampa	Berlin, Heidelberg : , : Springer Berlin Heidelberg : , : Imprint : Springer, , 2023
ISBN	3-662-67697-4
Edizione	[1st ed. 2023.]
Descrizione fisica	1 online resource (47 pages)
Collana	Springer essentials, , 2731-3115
Disciplina	658.575
Soggetti	Psychology, Industrial Marketing Consumer behavior Electronic data processing - Management Project management Industrial management Work and Organizational Psychology Consumer Behavior IT Operations Project Management Industrial Management Fidelització dels clients Productes nous Estudis de mercat Llibres electrònics
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Customer Centricity - more than customer orientation -- Product development in agile times -- Understanding customers - consumer psychology for innovators -- Developing products step by step. .
Sommario/riassunto	The pressure on companies to innovate is increasing. Market conditions are becoming more volatile. The number of competitors is increasing. New business models are disrupting structures. And customers are

increasingly well informed and digitally connected. Only offers that provide understandable and credible solutions for your own pain points can prevail. In this book, you will learn to use essential knowledge from consumer and brand psychology to move step by step from customer-relevant problems to promising solutions. For analog and digital products, b2b customers and consumers. With proven tips, inspiring techniques, formulation examples and canvasses for your innovation workshop. The content Customer Centricity - more than customer orientation Product development in agile times Understanding customers - consumer psychology for innovators Developing products step by step The target groups Problem owners and product managers Market researchers The author Ute Rademacher has more than 20 years of experience in qualitative-psychological market research and innovation support. Through research, training and customer workshops in the field of consumer goods and b2b, the professor of consumer psychology has provided research and consulting support for the development of innovations in areas ranging from apps to zink supplements. The translation was done with the help of artificial intelligence. A subsequent human revision was done primarily in terms of content.
