

1. Record Nr.	UNINA990005025320403321
Autore	Balzac, Honoré de <1799-1850>
Titolo	Correspondance / H. de Balzac ; [textes réunis, classés et annotés par Roger Pierrot]
Pubbl/distr/stampa	Paris, : Garnier Frères, 1960-1966
Descrizione fisica	4 volumi, tav. ; 19 cm
Disciplina	846.7
Locazione	FLFBC
Collocazione	YS 25 81 YS 25 81 A YS 25 81 B YS 25 81 C
Lingua di pubblicazione	Francese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	1.: (1809 - Juin 1832). - (c1960) 2.: (Juin 1832 - 1835). - (c1962) 3.: (1836 - 1839). - (c1964) 4.: (1840 - Avril 1845). - (c1966)

2. Record Nr.	UNINA9910777338103321
Titolo	Action research in marketing [[electronic resource] /] / guest editor, Chad Perry
Pubbl/distr/stampa	[Bradford, England], : Emerald Group Pub., 2004
ISBN	1-280-51497-3 9786610514977 1-84544-353-5
Descrizione fisica	1 online resource (181 p.)
Collana	European journal of marketing ; ; v. 38, no. 3/4, 2004
Altri autori (Persone)	PerryChad
Disciplina	658.8072 658.83
Soggetti	Marketing research Research, Industrial
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	CONTENTS; EDITORIAL REVIEW BOARD; Abstracts and keywords; French abstracts; German abstracts; Spanish abstracts; Guest editorial; Action research in marketing; Action research reviewed: a market-oriented approach; Improving customer relationship management through database/ Internet marketing; Action research in turbulent environments; Towards rigour in action research: a case study in marketing planning; Generalising results of an action research project in one work place to other situations; Adapting action research to marketing There can be no learning without action and no action without learningUncovering "theories-in-use": building luxury wine brands; About the authors
Sommario/riassunto	Develops a definition of action research that is particularly suitable for marketing and based on the articles in this issue of European Journal of Marketing, emphasising the breadth of action research in marketing and its distinctive interest in analytic generalisation, that is, in building a theory that extends beyond the particular situation that is being action researched to other situations.. The three sections of this commentary include: definition of traditional action research, action

learning and case research. Second, drawing of four implications from the articles within this special

3. Record Nr.	UNISANNIOMIL0004726	
Autore	Cecconi, Jaures P.	
Titolo	2: Funzioni di piu variabili / Jaures P. Cecconi, Guido Stampacchia	
Pubbl/distr/stampa	Napoli, : Liguori, 1983	
ISBN	8820710226 8820710026	
Edizione	[2. ed]	
Descrizione fisica	627 p. : ill. ; 24 cm	
Altri autori (Persone)	Stampacchia, Guido	
Disciplina	515 515.84	
Soggetti	Funzioni di più variabili	
Collocazione	SALA DING 515 CEC.an01SALA DING 515 CEC.an01SALA DING 515 CEC.an01SALA DING 515 CEC.an	
Lingua di pubblicazione	Italiano	
Formato	Materiale a stampa	
Livello bibliografico	Monografia	