

1. Record Nr.	UNINA9910456652803321
Titolo	Rapport sur l'epidemie mondiale de SIDA 2008 [[electronic resource]]
Pubbl/distr/stampa	Geneva, : ONSIDA, c2009
ISBN	1-282-05809-6 9786612058097 92-9173-748-8
Descrizione fisica	1 online resource (359 p.)
Disciplina	362.196/9792 614.599392
Soggetti	AIDS (Disease) HIV infections Electronic books.
Lingua di pubblicazione	Francese
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	Couverture; Titre; Table des matieres; Figures; Remerciements; Avant-propos; Chapitre 1: evaluer les progres realises, identifier les obstacles, renouveler l'engagement; Chapitre 2: Situation de l'epidemie mondiale de VIH; Chapitre 3: Gestion des causes societates du risqueet de la vulnerabilite par rapport au VIH; Chapitre 4: Prevenir les nouvelles infections a VIH: la cle pour inverser le cours de l'epidemie; Chapitre 5: Traitement et prise en charge: progres sans precedent et defis a relever Chapitre 6: Attenuation de l'impact de l'epidemie surles menages, les communautes et les societetesChapitre 7: Et a partir de la, que faut-il faire? Soutenir une riposte efficace, solide, sur le long terme; Annexe 1; Annexe 2
Sommario/riassunto	Connatre son pidmie est essentiel pour toute personne engage dans la riposte au VIH. Largement illustr de

2. Record Nr.	UNISA996383555803316
Autore	Tonstall George <b. 1616 or 17.>
Titolo	Scarborough spaw spagyrically anatomized [[electronic resource] /] / by Geo. Tonstall .
Pubbl/distr/stampa	London, : Printed by J.M. for the author, 1670
Descrizione fisica	[11], 13-63 p
Soggetti	Mineral waters - England Mineral waters - Therapeutic use Health resorts - England
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Verses are appended. "Licensed Feb. 21, 1669. Roger L'Estrange"--P. [1]. Reproduction of original in Bodleian Library.
Sommario/riassunto	eebo-0014

3.	Record Nr.	UNISALENTO991002392649707536
	Autore	Martínez Hidalgo y Terán, José María
	Titolo	Enciclopedia general del mar / bajo la dirección de José M.a Martínez-Hidalgo y Terán
	Pubbl/distr/stampa	Madrid ; Barcelona : Garriga, c1957
	Descrizione fisica	6 v. ; 26 cm
	Disciplina	551.4603
	Soggetti	Mare
	Lingua di pubblicazione	Spagnolo
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
4.	Record Nr.	UNINA9910777951203321
	Autore	Everett Robert F
	Titolo	The entrepreneur's guide to marketing [[electronic resource] /] / Robert F. Everett
	Pubbl/distr/stampa	Westport, Conn. : , : Praeger Publishers, , 2008 New York : , : Bloomsbury Publishing (US), , 2024
	ISBN	979-84-00-64658-4 1-282-42068-2 9786612420689 0-313-35049-3
	Descrizione fisica	1 online resource (198 p.)
	Collana	The entrepreneur's guide, , 1939-2478
	Disciplina	658.8
	Soggetti	Marketing - Decision making Marketing - Management Sales management Small business marketing
	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	Marketing demystified -- Marketing applied : a strategic overview of marketing -- What do I want? -- Your market and what it needs -- Your operational environment -- Assessing your own capabilities -- Identifying and evaluating your competitors -- Positioning your product or service -- Pricing your products and services -- Deciding on your marketing strategy -- Developing and delivering your message -- Getting your message out there -- Selling effectively and ethically -- Standing by your word -- Calling in the pros -- Conclusion.
Sommario/riassunto	Marketing often scares entrepreneurs. They've sweat buckets coming up with a valuable product or service, and now they have to sell it? Won't it sell itself? No. But, as marketing expert Bob Everett shows, marketing is just not that hard. At some level, entrepreneurs know that. They know what appeals to them and what leaves them cold. They know when a person or marketing claim is trustworthy, and they know when claims are exaggerated. Yet when it comes to marketing their own products and services to others, entrepreneurs often find it difficult to apply that same judgment and common sense. Eve