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| 1. Record Nr.           | UNINA9910779889503321                                                                                         |
| Autore                  | Cutura Kristina                                                                                               |
| Titolo                  | Advertising on Google [[electronic resource] ] : the high performance cookbook / / Kristina Cutura            |
| Pubbl/distr/stampa      | Birmingham, : Packt Pub., 2013                                                                                |
| ISBN                    | 1-84968-585-1                                                                                                 |
| Descrizione fisica      | 1 online resource (372 p.)                                                                                    |
| Collana                 | Enterprise : professional expertise distilled                                                                 |
| Soggetti                | Internet advertising                                                                                          |
| Lingua di pubblicazione | Inglese                                                                                                       |
| Formato                 | Materiale a stampa                                                                                            |
| Livello bibliografico   | Monografia                                                                                                    |
| Note generali           | Includes index.<br>"Over 120 practical recipes to set up, optimize, and manage profitable AdWords campaigns." |

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| 2. Record Nr.           | UNINA9910963032803321                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| Titolo                  | Nanophotonics : accessibility and applicability / / Committee on Nanophotonics Accessibility and Applicability, Division on Engineering and Physical Sciences, National Research Council of the National Academies                                                                                                                                                                                                                                                                                                                                                            |
| Pubbl/distr/stampa      | Washington, D.C., : National Academies Press, 2008                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| ISBN                    | 9786611300128<br>9780309177849<br>0309177847<br>9781281300126<br>1281300128<br>9780309107235<br>0309107237                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| Edizione                | [1st ed.]                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| Descrizione fisica      | 1 online resource (236 p.)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| Disciplina              | 621.36                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| Soggetti                | Nanophotonics                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| 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       | ""Front Matter""; ""Preface""; ""Acknowledgment of Reviewers""; ""Contents""; ""Acronyms and Abbreviations""; ""Summary""; ""1 Introduction""; ""2 Nanoscale Phenomena Underpinning Nanophotonics""; ""3 Enabling Technologies""; ""4 Potential Military Applications of Nanophotonics""; ""5 Foreign Investment Capabilities""; ""6 Overall Comments""; ""Appendixes""; ""Appendix A: Biographical Sketches of Committee Members""; ""Appendix B: Presentations to the Committee""; ""Appendix C: Previous Studies""; ""Appendix D: Selected Research Groups In Plasmonics"" |
| Sommario/riassunto      | The Committee on Technology Insight-Gauge, Evaluate & Review set up by the NRC at the request of the Defense Intelligence Agency, has selected a number of emerging technologies to investigate for their potential threats to and opportunities for national security. This first study focused on emerging applications of nanophotonics, which is about the interaction of matter and light at the scale of the wavelength                                                                                                                                                 |

of the light. Manipulation of matter at that scale allows tailoring the optical properties to permit a wide-range of commercial and defense applications. This book presents a review of the nanoscale phenomena underpinning nanophotonics, an assessment of enabling technologies for developing new applications, an examination of potential military applications, and an assessment of foreign investment capabilities

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