

1. Record Nr.	UNINA990007424860403321
Titolo	Dizionario del fascismo / a cura di Victoria de Grazia e Sergio Luzzato
Pubbl/distr/stampa	Torino : Einaudi, c2002-2003
ISBN	88-06-15385-4 88-06-16511-9
Descrizione fisica	2 v., tav. ; 22 cm
Localione	SDI
Collocazione	SDI-A 29(I) SDI-A 29(II)
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	1.: A-K. - c2002 2.: L-Z. - c2003
2. Record Nr.	UNINA9910693154803321
Titolo	Port security [[electronic resource] ] : better planning needed to develop and operate maritime worker identification card program : report to the Chairman and Ranking Minority Member, Commmittee on Commerce, Science, and Transportation, U.S. Senate
Pubbl/distr/stampa	[Washington, D.C.] : , : U.S. Government Accountability Office, , [2004]
Soggetti	Biometric identification - United States Harbors - Security measures - United States Terrorism - Prevention - Government policy - United States
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Title from title screen (viewed on Dec. 29, 2004). "December 2004."

<b>Nota di bibliografia</b>	Includes bibliographical references.
<b>3. Record Nr.</b>	UNINA9910781549603321
<b>Autore</b>	Roetzer Paul <1978->
<b>Titolo</b>	The marketing agency blueprint [[electronic resource] ] : the handbook for building hybrid PR, SEO, content, advertising, and Web firms / / Paul Roetzer
<b>Pubbl/distr/stampa</b>	Hoboken, N.J., : Wiley, 2012
<b>ISBN</b>	1-283-40140-1 9786613401403 1-118-17690-1
<b>Descrizione fisica</b>	1 online resource (258 p.)
<b>Disciplina</b>	658.8
<b>Soggetti</b>	Marketing
<b>Lingua di pubblicazione</b>	Inglese
<b>Formato</b>	Materiale a stampa
<b>Livello bibliografico</b>	Monografia
<b>Note generali</b>	Description based upon print version of record.
<b>Nota di bibliografia</b>	Includes bibliographical references and index.
<b>Nota di contenuto</b>	the marketing agency blueprint: the handbook for building hybrid pr, seo, content, advertising, and web firms; Contents; Foreword; Acknowledgments; Introduction; The Origin; The Opportunity to Emerge; Causes for Change; Accelerating Transformation; The Value Imperative; Chapter 1 Eliminate Billable Hours; Disrupt or Be Disrupted; A Broken System; The Power of Transparency; The Move to Standardized Services and Set Pricing; Value-Based Pricing; Focus on Recurring Revenue; Chapter 2 Transform into a Hybrid; Every Firm Is a Tech Firm; Meet the Demand for Digital Services Understand Your Role in the Ecosystem The Art of Outsourcing and Collaboration; Diversify Your Revenue Streams; Chapter 3 Think Talent and Team; Great Teams Finish First; A Players, the Draft, and Free Agency; Hire, Retain, and Advance Hybrid Professionals; Talent Evaluation and Professional Reviews; Leaders Must Lead: The LeBron James Parable; Chapter 4 Build a Scalable Infrastructure; Make

Decisions That Fit Your Growth Goals; The Realities of Costs, Funding, and Cash Flow; Agility, Mobility, and the Cloud; Chapter 5 Devise an Inbound Marketing Game Plan; The Shift to Inbound Marketing Origins of the Inbound Marketing Game Plan The Foundation: Brand and Website; Audiences: Segment and Prioritize; Objectives: Set Your Success Factors; Strategies and Tactics: Take an Integrated Approach; Does Inbound Marketing Really Work for Agencies?; Chapter 6 Control the Sales Funnel; Agency Sales System Essentials; People, Tools, and Processes; Understanding the Buying Cycle; Lead Generation; Prospects and Lead Nurturing; Conversions and Transitions; Chapter 7 Commit to Clients; Build Relationships and Loyalty; The Significance of Systems; Prioritizing and Evaluating Accounts The Marketing Consultant Laws Chapter 8 Deliver Results; Become Measurement Geeks; Use Analytics to Adapt; Activate Builders and Drivers; Unplug to Excel; Chapter 9 Embrace Failure; If Your Model Is Broke, Fix It; The Disruptor Advantage; The Traditionalist Opportunity; Spend Less Time Planning, More Time Doing; Chapter 10 Pursue Purpose; Stand for Something; The Purpose Pyramid: A New Planning Paradigm; Fate, Destiny, and the Business of Life; Conclusion; The Transformation; Core Concepts; Resources; Visit [MarketingAgencyInsider.com](http://MarketingAgencyInsider.com); Notes; About the Author; Index

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## Sommario/riassunto

"Build a disruptive marketing agency for the modern age The marketing services industry is on the cusp of a truly transformational period. The old guard, rooted in tradition and resistant to change, will fall and new leaders will emerge. Hybrid marketing agencies that are more nimble, tech savvy, and collaborative will redefine the industry. Digital services will be engrained into the DNA and blended with traditional methods for integrated campaigns. The depth, versatility, and drive of their talent will be the cornerstones of organizations that pursue a higher purpose. The Marketing Agency Blueprint is a practical and candid guide that presents ten rules for building such a hybrid agency. The new marketing agency model will create and nurture diverse recurring revenue streams through a mix of services, consulting, training, education, publishing, and software sales. It will use efficiency and productivity, not billable hours, as the essential drivers of profitability. Its value and success will be measured by outcomes, not outputs. Its strength and stability will depend on a willingness to be in a perpetual state of change, and an ability to execute and adapt faster than competitors. The Marketing Agency Blueprint demonstrates how to: Generate more qualified leads, win clients with set pricing and service packages, and secure more long-term retainers Develop highly efficient management systems and more effective account teams Deliver greater results and value to clients This is the future of the marketing services industry. A future defined and led by underdogs and innovators. You have the opportunity to be at the forefront of the transformation"--

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4. Record Nr.	UNINA9910780035203321
Titolo	The renaissance of American Indian higher education : capturing the dream // edited by Maenette Kapeahiokalani Padeken AhNee-Benham, Wayne J. Stein
Pubbl/distr/stampa	Mahwah, N.J., : Lawrence Erlbaum, c2003
ISBN	1-282-32195-1 9786612321955 1-4106-0700-3
Descrizione fisica	1 online resource (324 p.)
Collana	Sociocultural, political, and historical studies in education
Altri autori (Persone)	Ah Nee-BenhamMaenette K. P <1956-> (Maenette Kapeahiokalani Padeken) SteinWayne J. <1950->
Disciplina	378.1/982997
Soggetti	Indians of North America - Education (Higher) - United States Indian universities and colleges - United States
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	The Journey of the Native American Higher Education Initiative and Tribal Colleges and Universities -- Developmental Action for Implementing an Indigenous College: Philosophical Foundations and Pragmatic Steps -- Limitations and Alternatives to Developing a Tribally Controlled College -- II Mapping the Trail: Charting the Future The Effect of the Native American Higher Education. Initiative on Strengthening Tribal Colleges and Universities: Focus on Governance and Finance -- Tribal Colleges and Universities Building Community: Education, Social, Cultural, and Economic Development -- Linking Tribal Colleges and Mainstream Institutions: Fundamental Tensions and Lessons Learned -- Building Tribal Communities: Defining the Mission and Measuring the Outcomes of Tribal Colleges -- III Nurturing and Advocating Spirit and Voice -- Native Leadership: Advocacy for Transformation, Culture, Community, and Sovereignty Culture and Language Matters: Defining, Implementing, and Evaluating -- A Gift to All Children: Native Teacher Preparation -- Extending the Reach of Tribal Colleges and Universities -- Student Access, Retention, and Success: Models of Inclusion and Support -- Native Faculty:

Scholarship and Development -- Information Technology and Tribal Colleges and Universities: Moving Into the 21st Century.

Sommario/riassunto

The Native American Higher Education Initiative (NAHEI), a W.W. Kellogg Foundation project, has supported the development and growth of centers of excellence at Tribal Colleges and Universities across the United States. These are centers of new thinking about learning and teaching, modeling alternative forms of educational leadership, and constructing new systems of post-secondary learning at Tribal Colleges and Universities. This book translates the knowledge gained through the NAHEI programs into a form that can be adapted by a broad audience, including practitioners in pre-K through post-secondary education, educational administrators, educational policymakers, scholars, and philanthropic foundations, to improve the learning and life experience of native (and non-native) learners.