

1. Record Nr.	UNINA9910149031203321
Autore	Burgelman Robert A.
Titolo	Becoming Hewlett Packard : why strategic leadership matters // Robert A. Burgelman, Webb McKinney, Philip E. Meza
Pubbl/distr/stampa	New York, NY : , : Oxford University Press, , 2016
ISBN	0-19-064046-4 0-19-064047-2 0-19-064045-6
Descrizione fisica	1 online resource : illustrations (black and white)
Disciplina	338.7610040973
Soggetti	Computer industry - United States Electronic industries - United States
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di bibliografia	Includes bibliographical references and index.
Sommario/riassunto	This work documents how HP's successive CEOs have contributed to the company's process of corporate becoming. The strategic leadership frameworks used to illuminate these contributions will be helpful for theory development and offer practical tools for founders of new companies and CEOs and boards of directors of existing companies.

2. Record Nr.	UNINA9910783237203321
Autore	Conboy Martin
Titolo	Journalism [[electronic resource]] : a critical history // Martin Conboy
Pubbl/distr/stampa	London, : SAGE, 2004
ISBN	1-4462-2491-0 1-4462-1511-3 1-280-36857-8 9786610368570 1-4129-3168-1
Descrizione fisica	1 online resource (ix, 246 p.)
Disciplina	072.09
Soggetti	Journalism - Great Britain - History
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 (p. [227]-237) and index.
Nota di contenuto	Cover; Contents; Acknowledgements; Introduction; Chapter 1 - The Consequences of Printed News; Chapter 2 - Journalism as Miscellany: Newsbooks and Mercuries; Chapter 3 - Periodicals and the Formation of the Bourgeois Public Sphere; Chapter 4 - Profit, Politics and the Public; Chapter 5 - Radical Journalism: Its Rise and Incorporation; Chapter 6 - The Discourse of the Fourth Estate; Chapter 7 - Wome's Journalism from Magazines to Mainstream; Chapter 8 - Popular and Consumer Periodicals; Chapter 9 - From New Journalism to the Web; Chapter 10 - Broadcast Technology and Journalism Chapter 11 - Conclusion: New Configurations for the Definition of JournalismBibliography; Index
Sommario/riassunto	Martin Conboy offers a wide-ranging introduction to journalism which combines the experience & advice of practising journalists with insights gained by the academic study of journalism.