

1. Record Nr.	UNINA9910784441903321
Titolo	Auctioning public assets : analysis and alternatives // edited by Maarten Janssen [[electronic resource]]
Pubbl/distr/stampa	Cambridge : , : Cambridge University Press, , 2004
ISBN	1-107-14820-0 1-280-43770-7 0-511-16552-8 0-511-16631-1 0-511-16438-6 0-511-31304-7 0-511-61084-X 0-511-16518-8
Descrizione fisica	1 online resource (xv, 315 pages) : digital, PDF file(s)
Disciplina	352.5/54
Soggetti	Telecommunication - Great Britain Telecommunication - Netherlands Government auctions - Great Britain Government auctions - Netherlands
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Title from publisher's bibliographic system (viewed on 05 Oct 2015).
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Auction theory for auction design / Tilman Borgers and Eric Van Damme -- Beauty contest design / Maurice Dykstr and Nico Van der Windt -- Preventing collusion among firms in auctions / Timothy C. Salmon -- Levelling the playing field in auctions and the prohibition of state aid / Emiel Maasland, Yves Montangie and Roger Van Den Bergh -- Allocation mechanisms and post-allocation interaction / Maarten Janseen and Benny Moldovanu -- Spectrum auctions by the United States Federal Communications Commission / Timothy C. Salmon -- An analysis of the European 3G licensing process / Emiel Maasland and Benny Moldovan -- Auctions of gas transmission access : the British experience / Tanga Morae McDaniel and Karsten Neuhoff -- The design of treasury bond auctions : some case studies / Joseph Swierzbinski

and Tilman Borgers -- Matching markets / Benny Moldovanu -- Competitive procurement of reintegration services in the Netherlands / Maurice Dykstr and Jaap De Koning -- The provision of rail services / Luisa Affuso and David Newbery.

**Sommario/riassunto**

In many countries all over the world, governments are privatising firms that were previously under public control. This is happening, for example, in public utility sectors such as gas, water and electricity, in transport sectors (such as rail and metro) and in radio and telephony. This book provides an overview of the economic issues that are involved in this transfer of ownership of public assets. Combining a theoretical framework with a set of case studies of recent sales of state-owned assets from Europe and the USA, it asks which sort of allocation mechanism can a government adopt? Which is most suited to a particular sale? And how will the choice of allocation mechanism affect future market outcomes? With contributions from international experts, this book offers an accessible introduction to auction theory and an invaluable, non-technical analysis of existing knowledge. It will be of interest to students, non-specialists and policy-makers alike.

2. Record Nr.	UNINA9910808163603321
Autore	Prince Melvin
Titolo	Market sensing today // Melvin Prince and Constantinos-Vasilios Priporas
Pubbl/distr/stampa	New York, New York (222 East 46th Street, New York, NY 10017) : , : Business Expert Press, , 2015
ISBN	1-60649-977-7
Edizione	[First edition.]
Descrizione fisica	1 online resource (xxvii, 172 pages)
Collana	Marketing strategy collection, , 2150-9662
Disciplina	658.83
Soggetti	Marketing research
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	1. Continuities in market sensing theory / Melvin Prince and Constantinos-Vasilios Priporas -- 2. Rethinking competitive analysis from a market sensing perspective / Dilip S. Mutum, Bang Nguyen, and

T.C. Melewar -- 3. Market sensing and competitive intelligence / Son K. Lam -- 4. Market sensing and sense making using unstructured big data / Jerry Wind and Vincent Schiavone -- 5. A strategic tool for market sensing: ZMET / James Forr, Alan Creedy, and Joseph Plummer -- 6. Market sensing in practice with Google / Subroto Roy -- 7. Market sensing, mind genomics, and health promotion / Gillie Gabay, Michael L. Kochman, and Howard Moskowitz -- 8. Old good ideas can re-emerge with the new technology and imagination: lessons from the history of market sensing / Vincent Barabba -- Index.

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## Sommario/riassunto

The concept and framework of market sensing was introduced by George Day more than 20 years ago into the strategic marketing literature and especially the philosophy of the market-driven organization. Market sensing can be considered an expression of a company's capabilities to scan the external environment. It does this by using real time data and intelligence to understand business or uncertain changes, to meet the current and future needs of the market, increase customer value, and outperform competitors. Market sensing enables managers to resist complacency, as well as to exploit opportunities and to design appropriate competitive strategies in order to remain successful in today's uncertain, rapidly changing, and hypercompetitive market. The present volume, *Market Sensing Today*, is essential reading in the marketing discipline, given the rapidly escalating innovative developments in market sensing techniques. This book of essays by acknowledged experts in the field fills an important knowledge gap and provides a realistic basis for strategy. It is replete with real-life examples of market sensing that illustrate actionable ideas for immediate impact that will improve organizational learning and accelerate growth. This book of contemporary tested and comprehensive concepts and methods grounded in diverse and rich experience is intended to stimulate creativity and insightful approaches for educators offering courses in strategy as well as for practitioners involved in crucial strategic decision making.

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