

1.	Record Nr.	UNISALENTO991001934859707536
	Autore	Troisi, Dante
	Titolo	Innocente delitto / Dante Troisi
	Pubbl/distr/stampa	Venezia : Sodalizio del libro, 1960
	Descrizione fisica	188 p. : 1 ritr. ; 18 cm
	Collana	La sfera
	Disciplina	853.91
	Lingua di pubblicazione	Italiano
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
2.	Record Nr.	UNINA9910784485003321
	Autore	Nykiel Ronald A.
	Titolo	Marketing your business : a guide to developing a strategic marketing plan / / Ronald A. Nykiel
	Pubbl/distr/stampa	New York : , : Routledge, , 2011
	ISBN	1-135-18663-4 0-7890-1770-9 1-135-18664-2 0-203-86262-7 0-7890-3301-1
	Descrizione fisica	1 online resource (330 p.)
	Collana	Best business books
	Disciplina	658.8/02
	Soggetti	Marketing - Decision making Marketing - Management Marketing - Planning
	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	part A. The strategy selection process -- part B. Selecting weaponry -- part C. The marketing plan and the marketing audit.
Sommario/riassunto	Examine essential marketing disciplines and weapons! This essential book will show you how to design a strategic marketing plan for any brand, product, service, or business! It explains all of the major marketing disciplines and familiarizes you with the marketing "weapons arsenal." It also teaches you to conduct a marketing audit, provides helpful sample worksheets and forms and includes case examples, a glossary of marketing terms, and appendixes discussing sources of "marketing intelligence" and professional marketing associations. This single volume provides a step-by-ste

3. Record Nr.	UNISA996207246903316
Titolo	Avances en psicología latinoamericana / / Universidad del Rosario
Pubbl/distr/stampa	Bogotá, : Programa de Psicología, Facultad de Medicina de la Universidad del Rosario [2004]-
ISSN	2145-4515
Soggetti	Clinical psychology Clinical psychology - Latin America Psychiatry Psychology, Clinical Periodical Periodicals. Latin America
Lingua di pubblicazione	Spagnolo
Formato	Materiale a stampa
Livello bibliografico	Periodico
Note generali	Refereed/Peer-reviewed

