

1. Record Nr.	UNICAMPANIAVAN0012127
Autore	Garofalo, Luigi <1956- >
Titolo	La persecuzione dello stellionato in diritto romano / Luigi Garofalo
Pubbl/distr/stampa	179 p. ; 22 cm
ISBN	88-7178-182-1
Edizione	[Padova : Cluep]
Descrizione fisica	Volume presente anche nel fondo F. M. D' Ippolito.
Disciplina	345.3702
Soggetti	Stellionato
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia
2. Record Nr.	UNINA9910784901403321
Autore	Heyman Jay H. <1939->
Titolo	All you need is a good idea! [[electronic resource]] : how to create marketing messages that actually get results // Jay H. Heyman
Pubbl/distr/stampa	Hoboken, N.J., : Wiley, c2008
ISBN	1-281-37436-9 9786611374365 0-470-37865-4
Descrizione fisica	1 online resource (268 p.)
Disciplina	658.8
Soggetti	Marketing Advertising Small business marketing
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.

Nota di contenuto

All You Need is a Good Idea!: How to Create Marketing Messages That Actually Get Results; Contents; The Blank Page; Acknowledgments; Preface; Introduction; Chapter 1: ABOUT THE TITLE; WEAK IDEA; GOOD IDEA; GREAT IDEA; CASE HISTORY: TOTAL CEREAL; Chapter 2: THE POWER OF AN IDEA; CASE HISTORY: SHARP WATCHES; Chapter 3: WHO DO YOU THINK YOU ARE, ANYWAY?; CASE HISTORY: PORTE ADVERTISING; Chapter 4: WHERE ARE YOU GOING?; CASE HISTORY: RALSTON PURINA'S HERO DOG FOOD; Chapter 5: WORK VERY HARD. ONCE.; CASE HISTORY: OXYDOL DETERGENT; Chapter 6: WHERE DO YOU FIND A GOOD IDEA?; LOOK INSIDE LOOK OUTSIDE CASE HISTORY: PREVENT BLINDNESS NY; CASE HISTORY: KANGOL CAPS; Chapter 7: BEING CLEAR IS A GOOD IDEA; CASE HISTORY: DALLAS BBQ; Chapter 8: TAKING AN IDEA FROM NICE TO GOOD; CASE HISTORY: LEGION PAPER; Chapter 9: DON'T TALK SO MUCH; CASE HISTORY: PARADIGM VISION VIDEO CONFERENCING; Chapter 10: RELEVANT SHOCK; CASE HISTORY: FRIGIDAIRE WASHING MACHINES; CASE HISTORY: THE AMERICAN ARBITRATION ASSOCIATION; Chapter 11: LOST YOUR VOICE?; CASE HISTORY: THE STAGE DELI; Chapter 12: USE THE WHOLE CARCASS; CASE HISTORY: CLEARVISION OPTICAL Chapter 13: TRUST YOUR TUMMY - BUT DON'T FALL IN LOVE CASE HISTORY: VASELINE PETROLEUM JELLY; CASE HISTORY: ANACIN; Chapter 14: WHAT'S IN A NAME?; TUCK-IT-AWAY SELF-STORAGE; CASE HISTORY: RAPID PARK GARAGES; MINOLTA FREEDOM CAMERAS; Chapter 15: PECKED TO DEATH BY DUCKS; CASE HISTORY: DRAMBUIE LIQUEUR; Chapter 16: LITTLE THINGS CAN MEAN A LOT; OVERVIEW OF WORKOUT/GOALS; A (LITTLE) CASE HISTORY: HOST APPAREL; Chapter 17: WHEN IS A GOOD IDEA NOT A GOOD IDEA?; CASE HISTORY: YOUR PHUFKEL; Chapter 18: DON'T BE SHY; A 50TH ANNIVERSARY; A 70TH ANNIVERSARY; THE BEST VALUE IN TIMES SQUARE EXPAND YOUR ENTHUSIASM DEAR MR. MAYOR; Chapter 19: FOUR WORDS THAT WILL GUARANTEE YOUR FINANCIAL SUCCESS; Chapter 20: HOW DID YOU DO?; MECHANICS ARE FINE FOR CARS; IT'S NOT THE PIANO THAT MAKES THE MUSIC; BRAINSTORMING; CUSTOMER SERVICE AS MARKETING; THINK BIG (AND THINK LITTLE); DON'T BE A STRANGER; Chapter 21: HOW DID I DO?; TRADITIONAL PROMOTIONS; NON TRADITIONAL PROMOTIONS; THE BLANK PAGE CONTEST; MEDIA COVERAGE; Index

Sommario/riassunto

In All You Need Is a Good Idea, Jay Heyman shows you how to create powerful marketing and advertising ideas that will dramatically increase sales for your business. Perfect for entrepreneurs and small business owners?or operators of any size business, for that matter, this valuable marketing resource will help any business stand out in the marketplace, build bigger market share, gain publicity, and scare the pants off the competition. This book is the perfect guide to creating truly powerful marketing messages.