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| 1. Record Nr. | UNINA9910450928003321 |
| Autore | Birn Robin |
| Titolo | Marketing in Publishing [[electronic resource]] |
| Pubbl/distr/stampa | Hoboken, : Taylor and Francis, 2002 |
| Descrizione fisica | 1 online resource (171 p.) |
| Altri autori (Persone) | ForsythPatrick |
| Disciplina | 070.50688 |
| Soggetti | Marketing Publishers and publishing Publishers and publishing - Great Britain Publishers and publishing - Marketing - Great Britain Books - Great Britain Book Studies & Arts Education Social Sciences Electronic books. |
| Lingua di pubblicazione | Inglese |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |
| Note generali | Description based upon print version of record. |
| Nota di contenuto | Book Cover; Title; Contents; List of figures; Acknowledgements; Foreword; Preface; Marketing in context; Setting a course; Action to promote sales; The personal touch; Managing distribution; Chips and change; Afterword; Index |
| Sommario/riassunto | Marketing in Publishing, offers a wealth of practical information on creative strategies to increase book sales in a competitive and rapidly-changing marketplace. It is the first comprehensive study in this area to be published since the ending of the Net Book Agreement. Patrick Forsyth, now a marketing consultant, draws in his many years' experience of the publishing industry to reinstate marketing firmly where it should be: as an integral and integrated part of the whole marketing process. Marketing in Publishing gives expert guidance on different elements of the mark |

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| 2. Record Nr. | UNINA9910786213503321 |
| Titolo | La Australia del Espiritu Santo . Volume 1 : the journal of Fay Martin de Munilla O.F.M. and other documents relating to the voyage of Pedro Fernandez de Quiro to the South Sea (1605-1606) and the Franciscan missionary plan (1617-1627) // edited by Celsus Kelly O.F.M ; with G. R. Parsonson |
| Pubbl/distr/stampa | Surrey : , : Ashgate Publishing Limited, , 2010 |
| ISBN | 1-317-10858-2 1-315-59125-1 1-4094-1731-X |
| Descrizione fisica | 1 online resource (302 p.) |
| Collana | Hakluyt Society |
| Altri autori (Persone) | KellyCelsus <1900-1975.> ParsonsonG. R |
| Disciplina | 919.04 |
| Soggetti | Explorers - Oceania Oceania Discovery and exploration |
| 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 | ""Cover""; ""CONTENTS""; ""PREFACE""; ""ILLUSTRATIONS AND MAPS""; ""ABBREVIATIONS""; ""DATING IN THE NARRATIVES""; ""INTRODUCTION""; ""PART I""; ""QUIROS AND HIS ENTERPRISE""; ""A NOTE ON THE DOCUMENTS""; ""THE GEOGRAPHICAL OBJECTIVE""; ""THE MOTIVES UNDERLYING THE EXPEDITION""; ""NEGOTIATIONS AND PREPARATIONS FOR THE EXPEDITION""; ""THE FLEET AND THE SHIPS' COMPANIES""; ""THE VOYAGE: CALLAO TO LA AUSTRALIA DEL ESPIRITU SANTO""; ""PROBLEMS OF IDENTIFICATION""; ""THE ISLANDS AND THIER PEOPLES, BY G. S. PARSONSON""; ""THE SPAINIARDS AND THE NATIVES"" ""THE ALLEGED MUTINY, THE SEPARATION OF THE SHIPS AT THE BAY, AND THE HOMEWARD VOYAGE OF THE CAPITANA"" ""THE AFTERMATH OF THE VOYAGE, AND NEGOTIATIONS FOR A COLONIZING EXPEDITION""; ""PART II""; ""THE FRANCISCAN MISSION""; ""THE CHAPLIANS IN THE EXPEDITION""; ""THE FRANCISCAN MISSIONART PLAN (1617-1627/34)""; ""TEXTS:""; ""MAIN TEXTS OF THE 1605 EXPEDITION""; ""DESCRIPTION OF THE MUNILLA MS""; ""I. RELACION OF |

FRAY MARTIN DE MUNILLA O.F.M. AND FRAY MATEO DE VASCONES O.F.
M.""; ""ILLUSTRATIONS AND MAPS""; ""I. CHART OF THE PACIFIC BY
QUIROS, 1598""

""II. EARLIEST KNOWN CHART OF NOVA GERUSALEM (ESPIRITU SANTO
ISLAND, NEW HEBRIDES), BY MANOEL GODINHO DE EREDIA""""III.

REDUCED FACSIMILE OF THE FIRST PAGE OF THE RELACION OF FRAY
MARTIN DE MUNILLA, 1605""; ""IV. CHART OF THE BAY OF SAN FELIPE Y

SANTIAGO, BY DON DIEGO DE PRADO Y TOVAR, 1606""; ""V. NATIVES

OF THE BAY OF SAN FELIPE Y SANTIAGO, 1606""; ""VI. NATIVES OF THE

BAY OF SAN MILLAN (NEW GUINEA), 1606 ARCHIVO GENERAL DE

SIMANCAS, MAPAS, PLANOS Y DIBUJOS, XVIII, 82""

""VII. REDUCED FACSIMILE SHOWING FINAL ENTRIES OF MUNILLA AND
COMMENCEMENT OF TEXT OF FRAY MATEO DE VASCONES, WITH A

REFERENCE TO THE DEATH OF FRAY MUNILLA, 1606""""VIII. MAP
SHOWING THE DISCOVERIES OF MENDANA (1595), QUIROS AND TORRES

(1606), BY MANOEL GODINHO DE EREDIA""; ""SKETCH MAPS""; ""MAP 1.

QUIROS' TRACK ACROSS THE PACIFIC IN 1595 AND 1605-6, SHOWING
ALSO PROBABLE ROUTE OF TORRES FROM ESPIRITU SANTO TO MANILLA

(1606-1607)""; ""MAP 2. QUIROS' TRACK THROUGH THE TUAMOTU

ARCHIPELAGO IN 1606""; ""MAP. 3. QUIROS' TRACK FROM TAUMAKO TO

ESPIRITU SANTO IN 1606""

""MAP. 4. LA AUSTRALIA DEL ESPIRITU SANTO""""TABLES""; ""B. TABLE OF

DISTANCES WITH APPROXIMATE VALUE IN LEAGUES""; ""C. 'ISLAND

DISCOVERIES' OF QUIROS, WITH THEIR VARIOUS IDENTIFICATIONS""
