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Autore	Birn Robin
Titolo	Marketing in Publishing [[electronic resource]]
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Altri autori (Persone)	ForsythPatrick
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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

## 2. Record Nr.

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## 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

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## Descrizione fisica

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## Collana

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## Altri autori (Persone)

KellyCelsus <1900-1975.>  
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## Disciplina

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## Soggetti

Explorers - Oceania  
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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 SPANIARDS 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 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""

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