1. Record Nr. UNINA9910786257003321

Autore	Martinez Onaindia Carlos
Titolo	Designing B2B brands [[electronic resource]] : lessons from Deloitte and 182,000 brand managers / / Carlos Martinez Onaindia & Brian Resnick
Pubbl/distr/stampa	Hoboken, N.J., : Wiley, c2013
ISBN	1-299-24247-2 1-118-55443-4
Descrizione fisica	1 online resource (225 p.)
Altri autori (Persone)	ResnickBrian <1974->
Disciplina	658.8/27
Soggetti	Branding (Marketing) - Management Brand name products - Management Corporate image Logos (Symbols) - Design Trademarks - Design
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Designing B2B Brands: Lessons from Deloitte and 195,000 brand managers; Contents; Section 1: Defining it; What is branding?; What is brand identity?; B2B versus B2C branding; The "brandscape"; Brand strategy; Brand architecture; Brand purpose; Brand positioning; Brand experience; Brand engagement; Brand measurement; Section 2: Building it; Name; Tagline; Tone of voice; Logo; Color; Typography; Imagery; Composition; Iconography; Information graphics; Sound; Section 3: Using it; Business materials; Presentations; Brochureware; Magazines and newspapers; Reviews and reports; Proposals; Packaging One-time materialsAdvertising; Sponsorships; Electronic communications; Websites; Mobile apps; Social Media; Audiovisuals; Office environments; Events and exhibitions; Merchandise; Section 4: Defending it; Brand asset management; Brand compliance; Brand champions; Designers and networks; Rollout strategies; Workshops and education; Evolving the system; Image credits; The authors; Index
Sommario/riassunto	"As an in-depth explanation of one organisation's brand strategy, this guide is both fascinating and full of useful insights." - The CA

		magazine (UK)Get tactical insight from the top business-to-business branding experts-and gain a global presence This comprehensive manual lays out the steps necessary for creating an iconic global identity. It uses the lessons and inside knowledge of Deloitte, the world's largest professional services organization, to help other business-to-business operations deliver a high-impact, value-added brand experience. This book will

2.	Record Nr.	UNINA9910146300603321
	Autore	Konig Steffen <1961->
	Titolo	Derived Equivalences for Group Rings / / by Steffen König, Alexander Zimmermann
	Pubbl/distr/stampa	Berlin, Heidelberg : , : Springer Berlin Heidelberg : , : Imprint : Springer, , 1998
	ISBN	3-540-69748-9
	Edizione	[1st ed. 1998.]
	Descrizione fisica	1 online resource (X, 246 p.)
	Collana	Lecture Notes in Mathematics, , 1617-9692 ; ; 1685
	Disciplina	512.2
	Soggetti	Group theory K-theory Group Theory and Generalizations K-Theory
	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 (pages [233]-243) and index.
	Nota di contenuto	Basic definitions and some examples -- Rickard's fundamental theorem -- Some modular and local representation theory -- Onesided tilting complexes for group rings -- Tilting with additional structure: twosided tilting complexes -- Historical remarks -- On the construction of triangle equivalences -- Triangulated categories in the modular representation theory of finite groups -- The derived category of blocks with cyclic defect groups -- On stable equivalences of Morita type.
	Sommario/riassunto	A self-contained introduction is given to J. Rickard's Morita theory for derived module categories and its recent applications in representation theory of finite groups. In particular, Broué's conjecture is discussed,

giving a structural explanation for relations between the p-modular character table of a finite group and that of its "p-local structure". The book is addressed to researchers or graduate students and can serve as material for a seminar. It surveys the current state of the field, and it also provides a "user's guide" to derived equivalences and tilting complexes. Results and proofs are presented in the generality needed for group theoretic applications.