

1. Record Nr.	UNINA9910461783303321
Autore	Biggs Barton <1932-2012.>
Titolo	Diary of a hedgehog [[electronic resource]] : Biggs' final words on the markets // Barton Biggs
Pubbl/distr/stampa	Hoboken, N.J., : Wiley, c2012
ISBN	1-118-43160-X 1-283-70032-8 1-118-43176-6
Edizione	[1st edition]
Descrizione fisica	1 online resource (234 p.)
Disciplina	332.64/524
Soggetti	Hedge funds 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	Diary of a Hedgehog: Biggs' Final Words on the Markets; Copyright; A Personal Message to Readers; In Memoriam; Contents; Acknowledgments; Introduction; Mid-2010; FDR's Fiscal Policy Redux; Staying Close to the Shore; Stay Long but Watch the Ticks; This Is No Time to Get Wobbly, George!; Make No Mistake: More QE Is Big Stuff; The Best and the Brightest Are Still Licking Their Wounds; Nobody Can See His Own Backswing; Fire and Ice; Miss at Least One Meeting a Day; Stick to Your Guns; Stage Two of a Cyclical Bull Market; The First Word in Analyst Is Anal; 2011; Be Long Term but Watch the Ticks Shake Well Before Using Fancy Dinner and Candlelight; Stevie Cohen Tells a Good Story; The Canary in the Coal Mine?; Still Hanging in There; The Market Is a Discounting Mechanism; The Madness of Crowds; Earthquakes and Equities; The Riddle of Japan; Start Buying the Dips; Babbling Away; Swensen and Yale; The ""Atlantic Crisis""; Turn Off Your Bloomberg and Tune Out the Babel; The New Face of China; Harvesting the ""Grapes of Our Own Wrath""; No More Water, the Fire Next Time; The Valley of Death; Lest We Forget; ""If You're Going through Hell, Keep Going!""; Begin Thinking about Buying Agnostic Optimist My Bet Is that the Rally Is Still a Work in Process; The Truth Will Set You Free but Chardonnay Isn't Bad Either; Investing in a World Lit Only by Fire; Private Equity; Another Tsunami; 2012; A Tough

Call; No Bull; The Elderly Kid Goes to a Tech Conference; Positive Change at the Margin Continues; Simpson Bowles Forever; Shake Well Before Using; This Business Is Getting More Complicated; Conclusion

Sommario/riassunto

Barton Biggs was a Wall Street legend, trusted by investors around the globe. Now, in his last book, Biggs offers savvy insights into the innermost workings of the markets-today and for the years to come. Packed with keen insights, global experiences, and opinionated stances on investing, *Diary of a Hedgehog: Biggs' Final Words on the Markets* explores the ongoing downward economic spiral and where it's headed, to help readers keep their money safe and secure. Offering a unique look at the current state of the markets, why they continue to be depressed, and where we can g

2. Record Nr.	UNINA9910786910203321
Autore	Krishnamurti Damodaran
Titolo	Macroprudential policy framework : : a practice guide / / Damodaran Krishnamurti and Yejin Carol Lee
Pubbl/distr/stampa	Washington, D.C. : , : The World Bank, , c2014
ISBN	1-4648-2100-3
Descrizione fisica	ix, 61 pages : illustrations ; ; 26 cm
Collana	World Bank Study
Disciplina	339.5091724
Soggetti	Fiscal policy - Developing countries Developing countries Economic policy
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.
Nota di contenuto	Introduction -- Macroprudential approach to supervision -- Institutional framework -- Early warning systems -- Macroprudential policy options -- Conclusion.

3. Record Nr.	UNINA9910150188203321
Titolo	Advances in Corporate Branding // edited by John M. T. Balmer, Shaun M. Powell, Joachim Kernstock, Tim Oliver Brexendorf
Pubbl/distr/stampa	London : , : Palgrave Macmillan UK : , : Imprint : Palgrave Macmillan, , 2017
ISBN	9781352000085 1352000083
Edizione	[1st ed. 2017.]
Descrizione fisica	1 online resource (XIII, 205 p.)
Collana	Journal of Brand Management: Advanced Collections
Disciplina	658.812
Soggetti	Customer relations - Management Strategic planning Leadership Industrial organization Customer Relationship Management Business Strategy and Leadership Organization
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Chapter 1 Introduction: Current state and future directions for research on corporate brand management -- Chapter 2 Explicating corporate brands and their management: Reflections and directions from 1995 -- Chapter 3 The importance of corporate brand personality traits to a successful 21st century business -- Chapter 4 Managing the franchised brand: The franchisees' perspective -- Chapter 5 Alliance brands: Building corporate brands through strategic alliances? -- Chapter 6 The role of internal branding in the delivery of employee brand promise -- Chapter 7 An integrated approach to corporate branding -- Chapter 8 Finding sources of brand value: Developing a stakeholder model of brand equity -- Chapter 9 The organic view of the brand: A brand value co-creation model -- Chapter 10 Corporate brand orientation: What is it? What of it? . .
Sommario/riassunto	This prestigious edited collection of articles from the Journal of Brand Management discusses the impact of research on our understanding of

corporate brand characteristics and corporate brand management to date. A wide range of topics are covered, including franchise brand management, co-creation of corporate brands, alliance brands, the role of internal branding in the delivery of employee brand promise, and the expansion into new approaches. *Advances in Corporate Branding* is essential reading for those undertaking a PhD programme or by upper level students looking for rigorous academic material on the subject and for scholars and discerning practitioners, acting as 'advanced introductions'.
