

1. Record Nr.	UNINA990008445510403321
Autore	Wasserman, Larry
Titolo	All of nonparametric statistics / Larry Wasserman
Pubbl/distr/stampa	New York : Springer, ©2006
ISBN	0-387-25145-6
Descrizione fisica	XII, 268 p. : ill. ; 24 cm
Collana	Springer texts in statistics
Disciplina	519.54
Locazione	FSPBC
Collocazione	VI E 1238
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
2. Record Nr.	UNINA9910453145603321
Autore	Arthur Lisa
Titolo	Big data marketing : engage your customers more effectively and drive value // Lisa Arthur
Pubbl/distr/stampa	Hoboken, New Jersey : , : John Wiley & Sons, Inc., , [2013] ©2013
ISBN	1-118-73402-5 1-118-73405-X
Edizione	[1st edition]
Descrizione fisica	1 online resource (210 p.)
Disciplina	658.8/3
Soggetti	Marketing - Management Marketing - Data processing Marketing research - Statistical methods Internet marketing Electronic books.
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	<p>Cover; Title Page; Copyright; Contents; Foreword; Acknowledgments; Introduction; Part I The Problem: How Did We Get Here?; Chapter 1 Moving Out of the Dark Ages; The Threat of Digital Disruption; The Enlightened Age of Data; Chapter 2 Why Is Marketing Antiquated?; Tactical (versus Strategic) Marketing; Manual Marketing Management; Silos of Data and Demand for Real-time Engagement; Communicating the Value of Marketing; Lack of Talent and Training; Fragmented and Often Missing Data; Chapter 3 The Data Hairball; What Is the Data Hairball?; The Data Hairball and the Customer Experience Blending Art and Science Integrated Marketing, Really; Data Privacy and Security; Part II Get Ready for Big Data Marketing; Chapter 4 Definitions for the Real World of Big Data Marketing; Big Data Terminology; Big Data Marketing; Integrated Marketing Management (IMM); Marketing Operations Management; Customer Interaction Management; Digital Messaging; Digital Marketing; Chapter 5 Meet the Modern Marketing Department (Michelangelo Meets Einstein); The CMO as a Change Agent; The Data Scientist; The CMO and CIO Dynamic; Part III The Five Steps to Data-Driven Marketing and Big Data Insights Chapter 6 Step One: Get Smart, Get Strategic Vision Leads to Strategy; Customer Interaction Strategy; Analytics Strategy; Data Strategy; Organizational Strategy; Technology Strategy; Chapter 7 Step Two: Tear Down the Silos; Tearing Down Silos Internal to Marketing; Tearing Down Silos between Marketing and Other Lines of Business; Developing a Strategic Framework for Synergy; New Best Friends: The CMO and the CIO; Chapter 8 Step Three: Untangle the Data Hairball; Start with Talent; Silos Can Threaten Big Data Strategy; Data Strategy; Discovering Big Data Big Data Insights Combat Churn for US Telecommunications Provider Chapter 9 Step Four: Make Metrics Your Mantra; Use Metrics to Measure Outcomes; Lessons Learned from Cost per Lead; Part I: The ROI versus ROMI Debate; Part II: The ROI versus ROMMI Debate; Metrics Are the Cornerstone of Accountability; Metrics Improve Buy-In and Alignment; Reasons for Misalignment; Chapter 10 Step Five: Process Is the New Black; Process Is One of Marketing's New Four P's; Integrated Marketing Processes Accelerate Results; Concept to Campaign to Cash; Process Innovation at a Global IT Services Company Agile Marketing Part IV Realizing the Value of Big Data Marketing; Chapter 11 Drive Value through Relevant Marketing; Internal Value through Integrating Marketing; External Value through Integrating Marketing; Chapter 12 The Bright, Enlightened World of Customer Experience; The People Marketing Challenge; The People Marketing Opportunity; The Mobile Marketing Challenge; The Mobile Marketing Opportunity; The Information Management Marketing Challenge; The Information Marketing Opportunity; The Big Data Marketing Challenge; The Big Data Marketing Opportunity; Notes; Resources; About the Author Index</p>
Sommario/riassunto	<p>Leverage big data insights to improve customer experiences and insure business success Many of today's businesses find themselves caught in a snarl of internal data, paralyzed by internal silos, and executing antiquated marketing approaches. As a result, consumers are losing patience, shareholders are clamoring for growth and differentiation, and marketers are left struggling to untangle the massive mess. Big Data Marketing provides a strategic road map for executives who want</p>

to clear the chaos and start driving competitive advantage and top line growth. Using real-world example

3. Record Nr.	UNINA9910450459503321
Autore	Conway Kelley <1963->
Titolo	Chanteuse in the city [[electronic resource]] : the realist singer in French film // Kelley Conway
Pubbl/distr/stampa	Berkeley, : University of California Press, c2004
ISBN	9786612763182 0-520-93857-7 1-282-76318-0 1-59734-527-X
Descrizione fisica	1 online resource (277 p.)
Disciplina	782.42164/082/0944
Soggetti	Popular music - France - History and criticism Motion picture music - France - History and criticism Women singers - France Motion pictures - France - History Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes filmography (p. 185), bibliographical references (p. 223-230), and index.
Nota di contenuto	Introduction -- Caf-conc' : the rise of the unruly woman -- Music hall Miss -- Voices from the past -- The revue star and the realist singer : the return of the unruly woman -- Violent spectatorship : mechanical reproduction, the female voice, and the imaginary of intimacy -- Conclusion.
Sommario/riassunto	Long before Edith Piaf sang "La vie en rose," her predecessors took to the stage of the belle epoque music hall, singing of female desire, the treachery of men, the harshness of working-class life, and the rough neighborhoods of Paris. Icon of working-class femininity and the underworld, the realist singer signaled the emergence of new cultural roles for women as well as shifts in the nature of popular

entertainment. Chanteuse in the City provides a genealogy of realist performance through analysis of the music hall careers and film roles of Mistinguett, Josephine Baker, Fréhel, and Damia. Above all, Conway offers a fresh interpretation of 1930's French cinema, emphasizing its love affair with popular song and its close connections to the music hall and the café-concert. Conway uncovers an important tradition of female performance in the golden era of French film, usually viewed as a cinema preoccupied with masculinity. She shows how-in films such as Pépé le Moko, Le Crime de Monsieur Lange, and Zouzou-the realist chanteuse addresses female despair at the hopelessness of love. Conway also sheds light on the larger cultural implications of the shift from the intimate café-concert to the spectacular music hall, before the talkies displaced both kinds of live performance altogether.

4. Record Nr.	UNINA9910787623103321
Autore	Gieseke Jens
Titolo	The history of the Stasi : East Germany's secret police, 1945-1990 // Jens Gieseke ; translated by David Burnett
Pubbl/distr/stampa	New York : , : Berghahn Books, , 2014
ISBN	1-78238-255-0
Descrizione fisica	1 online resource (277 p.)
Altri autori (Persone)	BurnettDavid
Disciplina	363.28/30943109045
Soggetti	Internal security - Germany (East) - History Secret service - Germany (East) - History
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Originally published under title: Mielke-Konzern. Stuttgart : Deutsche Verlags-Anstalt, 2001.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Antifascism, Stalinism, cold civil war : origins and influences, 1945 to 1956 -- The safest GDR in the world : the driving forces of Stasi growth -- The unofficial collaborator : a new type of informer -- Blanket surveillance? state security in East German society -- Resistance, opposition, persecution -- Wolf and Co. : MFS operations abroad -- Final crisis and collapse, 1989-90 -- Legacy, aufarbeitung, culture of memory : the second life of the Stasi.

Sommario/riassunto

The East German Ministry for State Security stood for Stalinist oppression and all-encompassing surveillance. The "shield and sword of the party," it secured the rule of the Communist Party for more than forty years, and by the 1980s it had become the largest secret-police apparatus in the world, per capita. Jens Gieseke tells the story of the Stasi, a feared secret-police force and a highly professional intelligence service. He inquires into the mechanisms of dictatorship and the day-to-day effects of surveillance and suspicion. Masterful and thorough at once, he takes the reader through t
