

1. Record Nr.	UNINA9910715360103321
Autore	Westrick Gertrude C.
Titolo	The orbital behavior of the Echo I satellite and its rocket casing during the first 500 days // by Gertrude C. Westrick and Katherine G. Johnson
Pubbl/distr/stampa	Washington : , : National Aeronautics and Space Administration, , June 1962
Descrizione fisica	1 online resource (approximately 29 pages) : illustrations
Collana	NASA/TN ; ; D-1366
Soggetti	Aerospace vehicles Theoretical physics Space mechanics Satellites
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	"June 1962." Includes errata.
Nota di bibliografia	Includes bibliographical references (page 9).

2. Record Nr.	UNINA9910789146403321
Autore	Tai Jacky
Titolo	Brand zero : the complete branding guide for start-ups // Jacky Tai
Pubbl/distr/stampa	Singapore : , : Marshall Cavendish Business, , [2014] ©2014
ISBN	981-4516-74-0
Descrizione fisica	1 online resource (213 p.)
Disciplina	658.11
Soggetti	Branding (Marketing) Brand name products - Management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	Contents; Introduction; 1; 2; 3; 4; 5; 6; 7; 8; 9; 10; Final Word; About The Author
Sommario/riassunto	If you are thinking of starting up a business - whether online or in a pushcart or a small cafe - you need to look into your branding. (how does it work, anyway?), brace yourself...According to Jacky Tai, you should start your branding exercise as early as possible. Brand Zero distils the author's wealth of experience in grappling with branding strategies in the real world into a practical and easy-to-understand guide anyone.