

1. Record Nr.	UNINA9910464830303321
Autore	Randazzo Gary W.
Titolo	Developing successful marketing strategies // Gary W. Randazzo
Pubbl/distr/stampa	New York, New York (222 East 46th Street, New York, NY 10017) : , : Business Expert Press, , 2014
ISBN	1-60649-961-0
Edizione	[First edition.]
Descrizione fisica	1 online resource (xv, 148 pages)
Collana	Marketing strategy collection, , 2150-9662
Disciplina	658.8
Soggetti	Marketing - Management Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Part of: 2014 digital library.
Nota di bibliografia	Includes bibliographical references (page [143]) and index.
Nota di contenuto	Part I. Situation analysis -- 1. Industry and market -- 2. Legal and technological changes -- 3. Defining the target market approach -- 4. Customer jobs to be done -- 5. Customer segmentation -- 6. Challenges faced: internal and external -- Part II. Vision and mission drive strategy, then tactics -- 7. The vision driven strategy -- 8. Product -- 9. Promotion -- 10. Pricing -- 11. Place -- Part III. Implementation -- 12. A process for execution management -- 13. Organizational structure -- 14. Workforce -- 15. Financial structure and controls -- 16. Putting it all together -- Conclusion -- References -- Index.
Sommario/riassunto	Uses real market examples to demonstrate the development of effective marketing strategies. The approach uses an organization's mission and vision statements to guide the development of marketing goals, strategies, and tactics. Central to the development of marketing strategy is the use of the marketing mix of price, place, product, and promotion. The book neatly weaves the process of developing a marketing strategy with the use of the marketing mix. Throughout the book examples are given to clarify the theories and guide the reader through the strategic marketing planning process. Managers and executives will use this book as a guide to grow an established business or start a new one. The book can be used as a reference book for unique marketing challenges as well.

2. Record Nr.	UNINA9910451149503321
Titolo	Papers from the 2006 supply chain management and industrial distribution symposium [[electronic resource] /] / guest editor: R. Glenn Richey, Jr
Pubbl/distr/stampa	Bradford, England, : Emerald Group Publishing, c2007
ISBN	1-281-07883-2 9786611078836 1-84663-547-0
Descrizione fisica	1 online resource (65 p.)
Collana	International Journal of Physical Distribution and Logistics Management ; ; 37, no. 6
Altri autori (Persone)	RicheyR. Glenn, Jr.
Disciplina	658.78
Soggetti	Business logistics Physical distribution of goods - Management 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	Cover; CONTENTS; Editorial advisory board; Guest editorial; Exploring the development of supply chain international joint ventures; Internal and external logistics information technologies; Supply chain relationships and information capabilities; The storage constrained, inbound inventory routing problem
Sommario/riassunto	This e-book contains four exploratory research papers from the 2006 SCMID conference at the Society of Marketing Advances. The first two manuscripts look into the importance of international supply chain management, and provide a solid platform for grounding future research in international supply chain strategy, strategic goal separation, and resource management. The second two studies examine supply chain management in a domestic setting, and uncover new logic that can be applied both specifically to practice and to the development of new theoretical models and modeling.

3. Record Nr.	UNINA9910789306403321
Autore	Zeithaml Valarie A.
Titolo	Profiting from services and solutions : what product-centric firms need to know // Valarie A. Zeithaml, Stephen W. Brown, Mary Jo Bitner, and Jim Salas
Pubbl/distr/stampa	New York, New York (222 East 46th Street, New York, NY 10017) : , : Business Expert Press, , 2014
ISBN	1-60649-749-9
Edizione	[First edition.]
Descrizione fisica	1 online resource (134 p.)
Collana	Service systems and innovations in business and society collection, , 2326-2699
Disciplina	658.575
Soggetti	Service industries Manufacturing industries Production management New products
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Part of: 2014 digital library.
Nota di bibliografia	Includes bibliographical references (pages 105-114) and index.
Nota di contenuto	Introduction: transitioning from products to services and solutions -- The service infusion continuum -- Company configuration for services and solutions -- Capabilities: skills, training, and technology -- Customization: balancing uniqueness with operational realities -- Collaboration with customers: engaging customers in service and solution design, development, and challenges to offering new services and solutions -- Conclusion: cultivating a service and solution -- Appendix 1. Research approach, resources, and methodology -- Appendix 2. Company interview guide -- About the authors -- Notes -- References -- Index.
Sommario/riassunto	Designed for executives in companies that manufacture or sell products, this book outlines the challenges of launching a service and solutions business within a product-oriented organization. The target audience-- manufacturers, industrial suppliers, technology firms, and other vendors of business goods--views services and solutions as a means to financial growth, reduced revenue volatility, greater differentiation from the competition, increased share of customer budget, and improved customer satisfaction, loyalty, and lock-in. The

authors visualize the transition from products sold to services rendered and identify the challenges that leaders will face during the transformation. To overcome those challenges, the book shows leaders how to manage change in five areas: corporate structure; corporate culture; organizational metrics of performance, growth and investment; individual skills and talent development; and core competencies of collaboration and customization.

4. Record Nr.	UNINA9910813804703321
Autore	Charron Andrea
Titolo	NORAD : in perpetuity and beyond // Andrea Charron and James G. Fergusson
Pubbl/distr/stampa	Montreal : , : McGill-Queens University Press, , [2022] ©2022
ISBN	0-2280-1494-8 0-2280-1493-X
Edizione	[1st ed.]
Descrizione fisica	1 online resource (xxi, 208 pages) : maps
Collana	McGill-Queen's/Brian Mulroneu Institute of Government Studies in Leadership, Public Policy, and Governance
Classificazione	cci1icc
Disciplina	355.33041
Soggetti	Command and control systems - Technological innovations - United States Command and control systems - Technological innovations - Canada Geopolitics - History - 21st century History Canada United States
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Cover -- NORAD -- Title -- Copyright -- Dedication -- Contents -- Figures and Table -- Foreword -- Acknowledgments -- Abbreviations -- Introduction -- 1 NORAD's Origins: It's All Functional -- 2 The 9/11 Tragedy and the "New" NORAD -- 3 The Maritime Domain and NORAD's Warning Mission -- 4 The Perennial and Proverbial Arctic Conundrum

-- 5 Command and Control or Else -- 6 The "New" Aerospace and Space Domains -- 7 Cyber, Land, and Where To from Here for NORAD
-- Appendix 1: List of NORAD Commanders and Deputy Commanders
-- Appendix 2: NORAD Agreement -- Notes -- Index.

Sommario/riassunto

Wide-ranging changes have been made to the North American Aerospace Defense Command (NORAD) since 2006, when the binational agreement was signed in perpetuity. NORAD traces the joint command's recent history - one marked by technological and structural innovations, but also by unprecedented threats and challenges.

5. **Record Nr.**

UNINA9910299916003321

Titolo

Advances in Human Factors in Energy: Oil, Gas, Nuclear and Electric Power Industries : Proceedings of the AHFE 2017 International Conference on Human Factors in Energy: Oil, Gas, Nuclear and Electric Power Industries, July 17–21, 2017, The Westin Bonaventure Hotel, Los Angeles, California, USA / / edited by Paul Fechtelkötter, Michael Legatt

Pubbl/distr/stampa

Cham : , : Springer International Publishing : , : Imprint : Springer, , 2018

ISBN

3-319-60204-7

Edizione

[1st ed. 2018.]

Descrizione fisica

1 online resource (IX, 83 p. 35 illus.)

Collana

Advances in Intelligent Systems and Computing, , 2194-5365 ; ; 599

Disciplina

620.82

Soggetti

Cogeneration of electric power and heat
Fossil fuels
Security systems
User interfaces (Computer systems)
Human-computer interaction
Computational intelligence
Fossil Fuel
Security Science and Technology
User Interfaces and Human Computer Interaction
Computational Intelligence

Lingua di pubblicazione

Inglese

Formato

Materiale a stampa

Livello bibliografico

Monografia

Nota di bibliografia

Includes bibliographical references at the end of each chapters and index.

Sommario/riassunto

This book addresses human factors research in energy, an emphasis on human factors applications in design, construction, and operation of nuclear, electrical power generation, and oil and gas assets. It discusses advanced strategies in the optimization of human and environmental performance, as well as personal and process safety. The book covers a wealth of topics in design and operation management of both offshore and onshore facilities, including design of control rooms, front-end engineering design (FEED), criticality analysis, offshore transport, human contributions to accidents, cognitive bias in decision making, safety-critical human tasks, and many others. Based on the AHFE2017 Conference on Human Factors in Energy: Oil, Gas, Nuclear and Electric Power Industries, July 17-21, Los Angeles, California, USA, the book fills an important gap in the current literature, providing readers with state-of-the-art knowledge in human factors best-practice approaches across different types of industries and energy applications.
