

1. Record Nr.	UNINA9910791042503321
Autore	Roberson-Saunders Pat.
Titolo	Enhancing the managerial DNA of your small business // Pat Roberson-Saunders, Barron H. Harvey, Philip Fanara, Jr., Gwynette P. Lacy, Pravat Choudhury
Pubbl/distr/stampa	New York, New York (222 East 46th Street, New York, NY 10017) : , : Business Expert Press, , 2014
ISBN	1-60649-551-8
Edizione	[First edition.]
Descrizione fisica	1 online resource (212 p.)
Collana	Entrepreneurship and small business management collection, , 1946-5661
Disciplina	658.022
Soggetti	Small business - Management
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 177-183) and index.
Nota di contenuto	1. Introduction -- 2. Strategic planning -- 3. Financing -- 4. Marketing -- 5. Managing cash flow -- 6. Managing costs -- Appendix A. Break-even analysis -- Appendix B. Legal business structures -- Appendix C. Intellectual property protection -- Notes -- References -- Index.
Sommario/riassunto	Most people who start businesses do so with little or no formal education in business or management training and experience. This book has been written expressly for these people, as well as for others with similar backgrounds who aspire to start their own businesses. The aim is to help fill in some critical gaps in managerial knowledge that cause many of the problems that small business owners face as they try to navigate the business world with inadequate knowledge of how to manage a business. With no attempt to compete with conventional small business textbooks or catchy "how to" books on small business management, this book is deliberately focused on five core topics: strategic planning, financing, marketing, managing cash flow, and managing costs. The authors believe these to be the essential building blocks for enhancing the managerial DNA of a small business. Equipped with this enhanced DNA, the small business owner is postured to think about and take actions on behalf of his or her business that will lead to optimal success. In addition, the book incorporates as appendices three topics that are very important to

small businesses: break-even analysis, legal business structures, and intellectual property protection.

2. Record Nr.	UNIORUON00073913
Autore	KRAPF, L.
Titolo	A Dictionary of the swahili language / Compiled by L. Krapf
Pubbl/distr/stampa	xxxix, 433 p. ; 25 cm
Edizione	[Farnborough : Gregg Press]
Descrizione fisica	First published 1882
Disciplina	496.3923
Soggetti	Lingua Swahili - Dizionari
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia

3. Record Nr.	UNINA9910144125203321
Autore	Spies Marijke
Titolo	Rhetoric, rhetoricians, and poets : studies in Renaissance poetry and poetics // Marijke Spies; eds., Henk Duits and Ton van Strien
Pubbl/distr/stampa	Amsterdam, : Amsterdam University Press, c1999
ISBN	9786611972325 9781281972323 1281972320 9789048505760 9048505763
Edizione	[1st ed.]
Descrizione fisica	1 online resource (174 pages) : illustrations
Altri autori (Persone)	DuitsH StrienA. van
Disciplina	809/.031
Soggetti	Rhetoric, Renaissance European literature - Renaissance, 1450-1600 - History and criticism - Theory, etc European literature - 17th century - History and criticism - Theory, etc Anthologies
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Intro -- Contents -- Chapter 1 The Rhetoric of Ronsard's 'Hymne de l'Or' -- Chapter 2 From Disputation to Argumentation: the French Morality Play in the Sixteenth Century -- Chapter 3 Between Epic and Lyric: the Genres in J.C. Scaliger's Poetices Libri Septem -- Chapter 4 Scaliger in Holland -- Chapter 5 Developments in Sixteenth-Century Dutch Poetics: from 'Rhetoric' to 'Renaissance' -- Chapter 6 The Amsterdam Chamber De Eglentier and the Ideals of Erasmian Humanism -- Chapter 7 Rhetoric and Civic Harmony in the Dutch Republic of the Late Sixteenth and Early Seventeenth Century -- Chapter 8 Helicon and Hills of Sand: Pagan Gods in Early Modern Dutch and European Poetry -- Chapter 9 Amsterdam School-Orations from the Second Half of the Seventeenth Century -- Chapter 10 Mennonites and Literature in the Seventeenth Century -- Chapter 11 Women and Seventeenth-Century Dutch Literature -- Chapter 12 Argumentative

Aspects of Rhetoric and Their Impact on the Poetry of Joost van den Vondel -- Notes -- List of Works published by Marijke Spies - 1973-1999 -- Tabula Gratulatoria.

Sommario/riassunto

A tribute to Marijke Spies on her retirement as professor of 16th- and 17th-century Dutch literature.