

1. Record Nr.	UNISA990000590620203316
Autore	FLETCHER, Alan D.
Titolo	Fundamentals of advertising research / Alan D. Fletcher, Thomas A. Bowers
Pubbl/distr/stampa	Wadsworth : 1984, XV, 364 p.
ISBN	0-534-14778-X
Edizione	[4 ed. Belmont]
Descrizione fisica	: 24 cm
Altri autori (Persone)	BOWERS, Thomas A.
Disciplina	659.1072
Soggetti	Pubblicità - Ricerche
Collocazione	659.10 FLE 1 (IRA 16 70)
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia

2. Record Nr.	UNINA9910274348003321
Autore	Guarino, Nicola <1976->
Titolo	Doveri e onore : il duello a Napoli (1861-1952) / Nicola Guarino ; prefazione di Giovanni Muto
Pubbl/distr/stampa	Roma : Aracne, 2012
ISBN	978-88-548-4898-6
Descrizione fisica	155 p. ; 22 cm
Collana	Storia contemporanea ; 7
Disciplina	394.8
Locazione	FSPBC
Collocazione	COLLEZ. 2248 (7)
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia

3. Record Nr.	UNINA9910791227003321
Autore	Goldberg Mike <1956->
Titolo	Managing risk and creating value with microfinance / / Mike Goldberg and Eric Palladini
Pubbl/distr/stampa	Washington, D.C. : , : World Bank, , c2010
ISBN	1-282-65744-5 9786612657443 0-8213-8235-7
Descrizione fisica	xvii, 122 pages : col. illustrations, color map ; ; 28 cm
Altri autori (Persone)	PalladiniEric <1956->
Disciplina	332
Soggetti	Microfinance Risk management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Cover; Title Page; Copyright; Contents; Preface; Acknowledgments; About the Authors and Contributors; Abbreviations; Chapter 1 Risk Management: Preparing for the Unexpected; Chapter 2 Good Governance: Managing Internal Risk; Chapter 3 Interest Rates: Paying for Risk; Chapter 4 Microinsurance: Anticipating Client Risks; Chapter 5 Progressive Housing Microfinance: Building One Room at a Time; Chapter 6 Microleasing: Overcoming Equipment-Financing Barriers; Chapter 7 Disaster Management: Preparing for the Worst; Chapter 8 New Technologies: Providing a Path to Lower Costs and New Products GlossaryIndex; Back cover
Sommario/riassunto	In its new and developing role as a "knowledge bank," the World Bank can offer its clients much more than new financing (loans, guarantees or grants). It can also offer access to recent developments in international best practices, provide new knowledge sharing opportunities and facilitate the exchange of new ideas in a variety of fields. It can also use this new capacity to help local institutions address strategic and operational challenges. To that end, this book brings together the results of an eight-part series of presentations by leading experts and microfinance practitioners on issues

