

1. Record Nr.	UNINA9910459394503321
Autore	Rice William
Titolo	Magento 1.3 sales tactics cookbook [[electronic resource]] : improve your Magento store's sales and increase your profits with this collection of simple and effective tactical techniques / / William Rice
Pubbl/distr/stampa	Birmingham, U.K., : Packt Pub., 2010
ISBN	1-282-55741-6 9786612557415 1-84951-013-X
Descrizione fisica	1 online resource (292 p.)
Disciplina	658.872028553
Soggetti	Electronic commerce Open source software Teleshopping Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Cover; Copyright; Credits; About the Author; About the Reviewer; Table of Contents; Preface; Chapter 1: Attracting Visitors; Introduction; Add meta information; Optimize images for search engines; Use title prefix or suffix to add the; store name to page titles; Generate a site map; Configure Magento to automatically; refresh the site map; Chapter 2: Placing Products on Shopping Sites; Place products on shopping sites:; One at a time; Upload products to Google Base; Chapter 3: Driving Visitors to Your Product Pages; Introduction; Create a basic landing page Add a products block to a landing page; ideas for static pages; Chapter 4: Making the Sale by Optimizing Product Pages; Add custom options; Add videos, links, and other HTML; to product pages; Optimize product images; Tell a story with product images; Change the layout of a product page; Special pricing; Chapter 5: Increasing the Sale; Upselling; Related products; Custom options; Cross-sells; Quantity discounts; Offer free shipping; Advertise free shipping in the; shopping cart side block; Chapter 6: Offering and Advertising Promotions; Creating a

catalog price rule

Creating a shopping cart price rule and coupon; Create a clearance category; Chapter 7: Engage Your Customers; Customize transactional e-mails: Enable customers to opt into receiving newsletter; Automatically sign up customers for the newsletter; Move the newsletter subscribe block to the right column; Create a newsletter; Send a newsletter; Enable customers to publish their wish list with an RSS feed; Choosing the social networking site:; Customizing transactional e-mails; Chapter 8: Let Your Customers Speak; Customer reviews; Customer ratings; Polls; Tagging; Enabling e-mail to a friend Chapter 9: Internationalization Internationalization is more than a new language; Website, store, store view: What's the difference?; Installing a language pack; Creating a new website/store/store view; Set up your international website/store/store view under a separate URL; Enable and translate your products for the international store view; Translating CMS pages (Front page, About Us, Customer Service, and so on); Translate transactional e-mails; Set the currency for your international store; Have a grand opening sale for your international storefront

Chapter 10: Create a Wholesale Store The customers are the difference; Using the same storefront for wholesale and retail customers; Create a CMS page explaining conditions for becoming a wholesale customer; Create a static block, and add it to your catalog pages; Creating a customer group and assigning customers to the wholesale group; Create a tax rule that removes sales taxes for wholesale customers; Create quantity discounts for wholesale customers; Plan your wholesale strategy; Index

Sommario/riassunto

Solve real-world Magento sales problems with a collection of simple but effective recipes

2. Record Nr.	UNINA9910792269503321
Autore	Argyris Chris <1923->
Titolo	Flawed advice and the management trap [[electronic resource]] : how managers can when know they're getting good advice and when they're not / / Chris Argyris
Pubbl/distr/stampa	Oxford, : New York, : Oxford University Press, c2000
ISBN	0-19-992373-6 1-280-83338-6 0-19-803045-2
Descrizione fisica	1 online resource (166 p.)
Disciplina	658 658.4/012
Soggetti	Business consultants Error Management
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 (p. 249-254) and index.
Nota di contenuto	Cover Page; Title Page; Copyright Page; Contents; Preface; Introduction; Part I Getting Flawed Advice; 1 Inconsistent and Unactionable Advice; 2 Organizational Consequences of Using Inconsistent Advice; 3 Why Flawed Advice Persists; 4 Human Resources Practices; 5 Concluding Observations; Part II Finding a Model that Works; 6 Critiquing Advice; 7 Appraising Performance: The Dilemmas; 8 Evaluating Group Performance; 9 Generating Internal Commitment to Values; 10 Generating Internal Commitment to Implementing Strategy (with Roger Martin); 11 Building Generic Competence in Organizational Learning 12 SummaryBibliography; Index; Footnotes
Sommario/riassunto	Flawed Advice and the Management Trap: How Managers Can Know When They're Getting Good Advice and When They're Not is the first book to show how and why so much of today's business advice is flawed, and how managers and executives can better evaluate advice given to their firms Practitioners and scholars agree that businesses in the coming millennium will be managed differently than firms of the 20th century. And getting there from here, according to today's best

advice, will require creative change. In this pioneering work, Argyris, one of the world's leading organizational thinkers, review
