

1. Record Nr.	UNINA9910454713503321
Autore	Singh Awadhesh Kumar
Titolo	Rural marketing [[electronic resource]] : Indian perspective / / Awadhesh Kumar Singh, Satyaprakash Pandey
Pubbl/distr/stampa	New Delhi, : New Age International (P) Ltd., Publishers, c2005
ISBN	1-281-44960-1 9786611449605 81-224-2297-7
Descrizione fisica	1 online resource (228 p.)
Altri autori (Persone)	PandeySatyaprakash
Disciplina	307.1412
Soggetti	Marketing - India Agriculture - India - Marketing Electronic books. India Economic policy India Rural conditions
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.
Nota di contenuto	Cover; Preface & Acknowledgement; Contents; Chapter 1 Introduction; Chapter 2 Liberalized Economy-Impact on Rural Marketing; Chapter 3 The Rural Consumer in India; Chapter 4 Marketing of Agricultural Inputs; Chapter 5 Marketing of Agricultural Produce; Chapter 6 Marketing Rural Non-Farm Products; Chapter 7 Rural Communication; Chapter 8 Marketing Research and MIS; Chapter 9 Marketing of Consumer Goods and Durables; Chapter 10 Rural Distribution Channels; Chapter 11 Marketing of Services; Chapter 12 Marketing for Social Development; Chapter 13 Rural Retailing Chapter 14 Problems and Challenges of Rural MarketingChapter 15 Rural Marketing Strategies for India; Bibliography
Sommario/riassunto	Rural Marketing as a separate discipline in management teaching has emerged recently. The growing importance of the subject has been well realized by the marketers, policymakers and management interns. However, there is dearth of quality literature on the subject, comprehensive coverage of all the dimensions, aspects and managerial issues pertaining to rural marketing. In most of the management

institutions, a half-baked knowledge of rural marketing is being imparted to the management interns while there is more emphasis on marketing perspective on harnessing the immense potential offered by r

2. Record Nr.	UNISA996387956203316
Titolo	The Civil wars of Bantam, or, An Impartial relation of all the battels, sieges, and other remarkable transactions, revolutions and accidents that happened in the late civil wars [[electronic resource]] : between that king and his eldest son, commonly called by them, the young king : giving a particular account of the circumstances and manner of the siege and taking of the city of Bantam, and the English factory there, by the young king, with the help and assistance of the Dutch / / in several letters from a gentleman residing for the East-India-Company at Bantam, to a merchant in London
Pubbl/distr/stampa	London, : Printed by H.C. for Tho. Malthus at the sign of the Sun in the Poultry, MDCLXXXIII. [1683]
Descrizione fisica	18 p
Soggetti	Indonesia History 1478-1798 Bantam (Jawa Barat, Indonesia) History 17th century
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Advertisement: p. 18. Reproduction of original in Bodleian Library.
Sommario/riassunto	eebo-0014

3.	Record Nr.	UNISALENTO991001285039707536
	Autore	Dinelli, Serena
	Titolo	La macchina degli affetti : cosa ci accade guardando la tv? Dalla televisione ad altre tecnologie dell'emozione / Serena Dinelli
	Pubbl/distr/stampa	Milano : Franco Angeli, c1999
	ISBN	884641263X
	Descrizione fisica	219 p. ; 22 cm.
	Soggetti	Televisione - Aspetti sociali
	Lingua di pubblicazione	Italiano
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
4.	Record Nr.	UNINA9910796154003321
	Autore	Caithness Marie Sinclair, Countess of, -1895
	Titolo	La Theosophie Universelle : Theosophie Bouddhiste / / Lady Caithness
	Pubbl/distr/stampa	[Place of publication not identified] : , : Ligaran, , [2015] ©2015
	ISBN	2-335-02894-4
	Descrizione fisica	1 online resource (99 p.)
	Disciplina	294.3372
	Soggetti	Buddhism - Relations - Theosophy
	Lingua di pubblicazione	Francese
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
	Note generali	Description based upon print version of record.
	Nota di contenuto	Couverture; Page de Copyright; Page de titre; Dedicace; La Theosophie Bouddhiste; Le Bouddhisme Esoterique; Comparaison de la Philosophie Sankhya; Appendice; L'ame, sa nature, sa genese; La Trinite dans la nature; La Trinite selon la science des nombres; La Trinite dans l'homme; L'origine du mal; Betes et formes du mal; La vie; Le monde spirituel; L'intelligence, l'intuition et la verite

