

1. Record Nr.	UNINA9910796788603321
Titolo	Mastering market analytics : business metrics : practice and application // edited by Robert Kozielski
Pubbl/distr/stampa	Bingley : , : Emerald Publishing, , 2018
ISBN	1-78743-269-6 1-78714-835-1
Edizione	[First edition.]
Descrizione fisica	1 online resource (443 pages) : illustrations (some color)
Disciplina	380.1
Soggetti	Marketing - Statistical methods Commercial statistics
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di bibliografia	Includes bibliographical references.
Sommario/riassunto	In Mastering Market Analytics, Robert Kozielski presents various measurement systems and marketing metrics, along with common mistakes made by organizations and managers in the process of measuring business activities, and illustrates how to avoid these mistakes. The new turbulent business environment has resulted in the decrease in effectiveness and efficiency of marketing activities, resulting in 50% of campaigns in social media remaining unnoticed by the public in 2016 alone. Response rates on emailing campaigns have dropped, one dollar invested in TV advertising generates only .32 cents of return, which all leaves the question of whether these activities are still effective in the contemporary world. What does effective marketing actually mean and which areas can be measured while assessing organizational effectiveness? Do sales and marketing benefit only the company or do they also generate value for customers? With over twenty years of experience in world markets, Kozielski takes lessons and case studies from Eastern Europe to delve into 76 indicators, divided into four groups: sales, distribution, marketing communication, and ecommerce and social media, exploring from both the strategic and operational points of view. Linking applicable descriptions of the metrics with systems of measurement for these marketing activities

and results, Kozielski's work is of interest to marketing scholars and MBA students.

2. Record Nr.	UNINA9911019248903321
Autore	Spear Frank S
Titolo	Metamorphic pressure-temperature-time paths // Frank S. Spear and Simon M. Peacock [[electronic resource]]
Pubbl/distr/stampa	Washington, D.C., : American Geophysical Union, c1989
ISBN	1-118-66748-4
Descrizione fisica	1 online resource (viii, 102 p.) : ill. ;
Collana	Short course in geology Metamorphic pressure-temperature-time paths Short course in geology ; ; v. 7
Altri autori (Persone)	PeacockSimon Muir <1960->
Disciplina	552/.4
Soggetti	Metamorphism (Geology) Rock pressure Earth temperature Geology Earth & Environmental Sciences Petrology
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	"Short Course presented at the 28th Geological Congress, Washington, D.C."
Nota di bibliografia	Includes bibliographical references.