

1. Record Nr.	UNINA9910798934703321
Autore	Kotler Philip
Titolo	Marketing 4.0 : moving from traditional to digital / / Philip Kotler, Hermawan Kartajaya, Iwan Setiawan
Pubbl/distr/stampa	Hoboken, New Jersey : , : Wiley, , 2017 ©2017
ISBN	1-119-34114-0 1-119-34106-X
Descrizione fisica	1 online resource (xix, 184 p.) : ill
Disciplina	658.8
Soggetti	Marketing Internet marketing
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Part I: Fundamental Trends Shaping Marketing -- Chapter 1: Power Shifts to the Connected Customers -- Chapter 2: The Paradoxes of Marketing to Connected Customers -- Chapter 3: The Influential Digital Subcultures -- Chapter 4: Marketing 4.0 in the Digital Economy -- Part II: New Frameworks for Marketing in the Digital Economy -- Chapter 5: The New Customer Path -- Chapter 6: Marketing Productivity Metrics -- Chapter 7: Industry Archetypes and Best Practices -- Part III: Tactical Marketing Applications in the Digital Economy -- Chapter 8: Human-Centric Marketing for Brand Attraction -- Chapter 9: Content Marketing for Brand Curiosity -- Chapter 10: Omnichannel Marketing for Brand Commitment -- Chapter 11: Engagement Marketing for Brand Affinity -- Epilogue: Getting to WOW! -- What Is a "WOW"? -- Enjoy, Experience, Engage: WOW! -- Are You Ready to WOW? -- Index.
Sommario/riassunto	Marketing has changed forever - this is what comes next. Marketing 4.0: Moving from Traditional to Digital is the much-needed handbook for next-generation marketing. Written by the world's leading marketing authorities, this book helps you navigate the increasingly connected world and changing consumer landscape to reach more customers, more effectively. Today's customers have less time and attention to devote to your brand - and they are surrounded by

alternatives every step of the way. You need to stand up, get their attention, and deliver the message they want to hear. This book examines the marketplace's shifting power dynamics, the paradoxes wrought by connectivity, and the increasing sub-culture splintering that will shape tomorrow's consumer; this foundation shows why Marketing 4.0 is becoming imperative for productivity, and this book shows you how to apply it to your brand today. Marketing 4.0 takes advantage of the shifting consumer mood to reach more customers and engage them more fully than ever before. Exploit the changes that are tripping up traditional approaches, and make them an integral part of your methodology. This book gives you the world-class insight you need to make it happen. Discover the new rules of marketing; Stand out and create WOW moments; Build a loyal and vocal customer base; Learn who will shape the future of customer choice. Every few years brings a "new" marketing movement, but experienced marketers know that this time it's different; it's not just the rules that have changed, it's the customers themselves. Marketing 4.0 provides a solid framework based on a real-world vision of the consumer as they are today, and as they will be tomorrow. Marketing 4.0 gives you the edge you need to reach them more effectively than ever before.

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2. Record Nr.	UNINA9910791452603321
Autore	Kimmins J. P
Titolo	Balancing act : environmental issues in forestry / / Hamish Kimmins
Pubbl/distr/stampa	Vancouver : , : UBC Press, , 199. ©1997
ISBN	0-7748-0574-9 1-283-22556-5 9786613225566 0-7748-5419-7
Edizione	[Second edition.]
Descrizione fisica	1 online resource (305 pages) : illustrations
Disciplina	634.9
Soggetti	Forests and forestry Forest management - Environmental aspects Forest ecology
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references: p. [235]-241 and index.
Nota di contenuto	Intro; Contents; Illustrations, Figures, and Tables; Preface to the Second Edition; Acknowledgments; 1 Words, Pictures, and Reality; 2 The Peter Pan Principle in Renewable Resource Conflicts; 3 Causes and Time Scales of Environmental Change; 4 A Brief Primer on Ecology and Forest Ecosystems ; 5 A Brief Primer on Forestry; 6 Clearcutting: Ecosystem Destruction or Environmentally Sound Timber Harvesting? ; 7 Slashburning: Responsible Land Management or Playing with Fire? ; 8 Chemicals in Forest Management: Responsible Use or Environmental Abuse? ; 9 Are Old-Growth Forests Forever? 10 Where Have All the Species Gone? The Question of Loss of Biological Diversity 11 From 'Old Forestry' to 'New Forestry,' and Thence to 'Ecosystem Management' ; 12 Forestry and Climate Change; 13 Acid Rain: Is It as Bad for Forests as It Is for Lakes? ; 14 'Brazil North': Is Forestry in British Columbia Comparable to Deforestation in the Tropics? ; 15 'Future Shock' in Forecasting Forest Growth, Ecosystem Conditions, and Timber Yields: How Cloudy Is Our Crystal Ball? ; 16 Ecosystem Health and Integrity: Does Forestry 'Destroy' Ecosystems, and Can They Be 'Unhealthy'?

17 Respect for Nature: The Ecological Foundation for Sustainable Forest Management 18 Certification: A Market-Driven Mechanism to Promote Sustainable Forest Management ; 19 Sustainable Development and Forestry: Can We Use and Sustain Our Forests? ; Epilogue: Reality, Pictures, and Words; Bibliography; Index

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