1.	Record Nr.	UNINA9910462344003321
	Autore	Webster R (Richard), <1933-, >
	Titolo	Field sampling for environmental science and management / / Richard Webster and R. Murray Lark
	Pubbl/distr/stampa	Milton Park, Abingdon, Oxon ; ; New York, N.Y. : , : Routledge, , 2013
	ISBN	1-283-60650-X 9786613918956 1-136-47035-2 0-203-12864-8
	Descrizione fisica	1 online resource (201 p.)
	Altri autori (Persone)	LarkR. M
	Disciplina	363.70072/7
	Soggetti	Environmental sampling Environmental sampling - Statistical methods Environmental sciences - Methodology Environmental management - Methodology Electronic books.
	Lingua di pubblicazione	Inglese
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
	Note generali	"Simultaneously published in the USA and Canada"--T.p. verso.
	Nota di bibliografia	Includes bibliographical references (p. [183]-188) and index.
	Nota di contenuto	Field Sampling for Environmental Science and Management; Copyright; Contents; Preface; Chapter 1 Introduction; Chapter 2 Aims and concepts; Chapter 3 Simple random sampling; Chapter 4 Efficiency, economy and logistics; Chapter 5 Prediction from spatial classifications; Chapter 6 Sampling from designed experiments; Chapter 7 Sampling for regression and calibration; Chapter 8 Nested sampling and analysis; Chapter 9 Geostatistics: model-based prediction; Appendix; References; Index
	Sommario/riassunto	Scientists and consultants need to estimate and map properties of the terrestrial environment. These include plant nutrients and parasites in soil, gaseous emissions from soil, pollutant metals and xenobiotics in waste and contaminated land, salt in groundwater and species abundances above ground. The scale varies from small experimental plots to catchments, and the land may be enclosed in fields or be open grassland, forest or desert. Those who sample the variables to obtain the necessary data need guidance on the design and analysis of

2.

Record Nr.	UNINA9910808381403321
Autore	Zamith Brito Eliane Pereira
Titolo	Corporate branding in Facebook fan pages : ideas for improving your brand value / / Eliane Pereira Zamith Brito, Maria Carolina Zanette, Carla Caires Abdalla, Mateus Ferreira, Ricardo Limongi, and Benjamin Rosenthal
Pubbl/distr/stampa	New York, New York (222 East 46th Street, New York, NY 10017) : , : Business Expert Press, , 2015
ISBN	1-60649-943-2
Edizione	[First edition.]
Descrizione fisica	1 online resource (150 p.)
Collana	Digital and social media marketing and advertising collection, , 2333-8830
Disciplina	006.754
Soggetti	Internet marketing Branding (Marketing) Corporate image
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 (pages 117-125) and index.
Nota di contenuto	1. The role of social media in emerging markets -- 2. Small- and medium-sized enterprises in emerging countries and the use of social media -- 3. Creating online corporate brands on Facebook fan pages -- 4. Facebook fan pages, engagement, trust, and word of mouth -- 5. Creating experiences on Facebook -- 6. Measuring the performance of brand communities on Facebook -- Notes -- References -- Index.
Sommario/riassunto	Shows how companies can improve their brand value by fostering their online corporate reputation. Communication actions on Facebook fan pages are an important tool on the road to reputation. Considering that reputation is essentially the long-term image of a brand, the book suggests strategies for improving this image in the short term by nurturing engagement with consumers. Engaged consumers who participate in a communal environment are coproducers of a brand, who build meanings and endorse a brand they trust. Word of mouth (WOM) is an important tool for creating and replicating the image of a

trustworthy company, and these repeated images can result in a solid reputation or increased brand value. Also addressed is how company's strategies influence this process, and how online communication benefits from the integration of the manager's vision with communication policies. This book is a result of four years of research, in which the authors analyzed several Facebook fan pages and interviewed managers to identify the best strategies of communication on online social networks.