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| 1. Record Nr.           | UNINA9910808571703321                                                                    |
| Autore                  | Romao Jorge C.                                                                           |
| Titolo                  | Neutrinos in high energy and astroparticle physics // Jose W.F. Valle and Jorge C. Romao |
| Pubbl/distr/stampa      | Weinheim, Germany : , : Wiley, , [2015]<br>2015                                          |
| ISBN                    | 3-527-67102-1<br>3-527-67101-3                                                           |
| Descrizione fisica      | 1 online resource (450 pages) : illustrations (some color)                               |
| Collana                 | Physics textbook.                                                                        |
| Classificazione         | 429.6<br>539.7215                                                                        |
| Disciplina              | 539.7215                                                                                 |
| Soggetti                | Neutrino astrophysics<br>Neutrinos<br>Particles (Nuclear physics)                        |
| Lingua di pubblicazione | Inglese                                                                                  |
| Formato                 | Materiale a stampa                                                                       |
| Livello bibliografico   | Monografia                                                                               |
| Nota di bibliografia    | Includes bibliographical references (p. 393-418) and index                               |

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| 2. Record Nr.           | UNINA9910686793103321                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| Autore                  | Prior Daniel D.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| Titolo                  | B2B Customer Engagement Strategy : An Introduction to Managing Customer Experience / / by Daniel D. Prior                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| Pubbl/distr/stampa      | Cham : , : Springer International Publishing : , : Imprint : Palgrave Macmillan, , 2023                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| ISBN                    | 9783031234095<br>9783031234088                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| Edizione                | [1st ed. 2023.]                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| Descrizione fisica      | 1 online resource (233 pages)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Disciplina              | 658.812<br>658.804                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| Soggetti                | Customer relations - Management<br>Marketing<br>Customer Relationship Management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| Lingua di pubblicazione | Inglese                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| Formato                 | Materiale a stampa                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| Livello bibliografico   | Monografia                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| Nota di bibliografia    | Includes bibliographical references and index.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| Nota di contenuto       | 1. What is Customer Engagement ? -- 2. CE Context -- 3. Customer Experience (CX) and Customer Journey -- 4. The Case for CE Capability -- 5. Customer Journey Management -- 6. Customer Relationship Management (CRM) -- 7. Customer Communications -- 8. Analytics and Insight -- 9. CE Capability Maturity -- 10. Current Issues in CE. .                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| Sommario/riassunto      | Business to business (B2B) transactions account for 60-70% of all transactions globally. Considering this, many supplier firms aspire to create high levels of customer engagement, and this involves identifying various ways to improve customer experience. In fact, companies such as Google, Amazon, Microsoft, and others now employ professionals in customer engagement roles and dedicate entire corporate divisions to ensure seamless customer engagement. Creating high customer engagement is challenging without a cohesive, strategic approach – particularly in B2B markets. This textbook introduces students to customer engagement strategy in B2B markets, the foundation of which is customer engagement capability. Companies must develop and implement four sub-capabilities – customer journey management, customer relationship management, customer |

communications and data analytics and insight to succeed. With a myriad of case studies, discussion questions and prompts for further reading, the textbook translates theory into practice and serves as a useful foundation for executive courses as well as fundamental reading for masters-level specialist courses in customer engagement, marketing, sales, and strategy. In addition, practitioners in supplier firms will also be able to use to build their customer engagement capability. .

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| 3. Record Nr.           | UNINA9910133538803321                                                                                                                                                                                                                                                       |
| Titolo                  | Avec les pèlerins de la Mecque : le voyage du docteur Carbonell en 1908                                                                                                                                                                                                     |
| Pubbl/distr/stampa      | Presses universitaires de Provence, 2013<br>[Place of publication not identified] : , : Publications Universitaires de Provence, , 2012                                                                                                                                     |
| ISBN                    | 2-8218-2770-9                                                                                                                                                                                                                                                               |
| Descrizione fisica      | 1 online resource                                                                                                                                                                                                                                                           |
| Collana                 | La page et l'âecran Avec les pâelerins de la Mecque.                                                                                                                                                                                                                        |
| Soggetti                | Muslim pilgrims and pilgrimages - Health aspects - History - 20th century - Mecca - Saudi Arabia<br>Communicable Diseases<br>Ships<br>Travel<br>Personal Narrative<br>Saudi Arabia                                                                                          |
| Lingua di pubblicazione | Francese                                                                                                                                                                                                                                                                    |
| Formato                 | Materiale a stampa                                                                                                                                                                                                                                                          |
| Livello bibliografico   | Monografia                                                                                                                                                                                                                                                                  |
| Note generali           | Bibliographic Level Mode of Issuance: Monograph                                                                                                                                                                                                                             |
| Sommario/riassunto      | Au début du xxesiècle, un médecin marseillais, le docteur Marcelin Carbonell, accompagna un groupe de pèlerins d'Asie centrale vers LaMecque. À son retour, il témoigna de la misère de ceux qu'il avait côtoyés pendant plusieurs semaines. En cette période, en effet, le |

chemin vers l'Arabie était semé d'embûches. LaMecque et le Hedjaz connaissaient souvent des épidémies meurtrières. Les souffrances de pèlerins étaient aussi le fait d'hommes profitant de l'obligation pour les musulmans de se rendre à LaMecque. Le récit du docteur Carbonell donne un aperçu de l'état de la médecine au tournant du siècle, lorsque l'hygiène s'imposait comme un dogme.

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