

1. Record Nr.	UNINA9910971240503321
Titolo	An economic history of film // edited by John Sedgwick and Michael Pokorny
Pubbl/distr/stampa	New York, : Routledge, 2005
ISBN	9781134344291 1134344295 9781134344307 1134344309 9781280058790 128005879X 9780203358047 020335804X
Edizione	[1st ed.]
Descrizione fisica	1 online resource (369 p.)
Collana	Routledge explorations in economic history ; ; 26
Classificazione	24.32
Altri autori (Persone)	SedgwickJohn PokornyMichael
Disciplina	384/.83
Soggetti	Motion picture industry - Economic aspects - United States Motion picture industry - United States - History
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 and index.
Nota di contenuto	Book Cover; Title; Contents; List of figures; List of tables; Acknowledgements; Introduction; The characteristics of film as a commodity; America's master: the European film industry in the United States, 1907-1920; Stars and stories: how films became branded products; Revenue sharing and the coming of sound; The block booking of films re-examined; Warner Bros. in the inter-war years: strategic responses to the risk environment of filmmaking; Product differentiation at the movies: Hollywood 1946 to 1965 Movie stars and the distribution of financially successful films in the motion-picture industry Movie contracts: is ""net"" ""gross""?; Hollywood and the risk environment of movie production in the 1990s; Understanding Hollywood's organisation and continuing success; Index
Sommario/riassunto	The movie industry boomed in the twentieth century, and is still going

strong today. However, the economics of movies has been curiously under explored until now. Innovative and informative, this accessible book, which includes contributions from some of the leading experts in the area, is a huge step forward in our understanding of this important topic.

2. Record Nr.	UNINA9910813695203321
Autore	Colisto Nicholas R. <1966->
Titolo	The CIO playbook : strategies and best practices for IT leaders to deliver value / / Nicholas R. Colisto
Pubbl/distr/stampa	Hoboken, N.J., : Wiley, 2012
ISBN	9786613721143 9781118411186 1118411188 9781119203766 1119203767 9781118385180 1118385187 9781280879838 1280879831 9781118411193 1118411196
Edizione	[1st edition]
Descrizione fisica	1 online resource (242 p.)
Collana	Wiley CIO THEi Wiley ebooks
Classificazione	BUS063000
Disciplina	658.4/038
Soggetti	Chief information officers Information technology - Management Information resources management
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 and index.
Nota di contenuto	The CIO Playbook; Contents; Preface; Acknowledgments; Chapter 1 Step 1: Partner; Partnership versus Alignment; Build Business

Partnerships; Earning Trust; Setting Priorities; Creating Business Strategy; Develop an IT Strategic Plan; How to Get Started; The Sections of an IT Strategic Plan; Different Approaches to Strategic Planning; Differentiate Customers and Partners; Take on Responsibilities Outside of IT; Cloud Computing Is Changing the Role of IT; Network Engineering; Security; Relationship Management; Contract Law and Negotiation; Process Management; Chapter 2 Step 2: Organize Brand Your Department Define an IT Organizational Model; Define a Project Methodology; Manage the Software Selection Process; Step 1: Project Team; Step 2: Requirements; Step 3: Assessment Model; Step 4: Software Vendor Research; Step 5: Request for Proposal; Step 6: Vendor Demonstrations; Step 7: Technology Contracts; Maintain a Portfolio of Products and Services; PPM Software; Understand Your Capacity; Create IT Policies; Manage the Technology Partners; Contract Management; Technology Partner Summits; Benchmark IT; Chapter 3 Step 3: Innovate; Turn Ideas into Action Create a Governance Framework Membership; Membership Terms; Proxies; Chairperson Duties; Frequency of Meetings; Reviews of Submitted Business Requests; Summits; Demonstrate the Possibilities; Think Big; Develop Business Cases; Executive Overview; Situation Analysis; Recommendation and Rationale; Alternatives Analysis; Implementation Plan; Approvals; Package Innovation; The Upside of Quarterly Releases; The Downside of Quarterly Releases; Complexity Drives Frequency; Fast-Tracking Changes; The Implications of Using Software-as-a-Service Providers; Go Green; Chapter 4 Step 4: Deliver Why System Implementations Fail Develop a High-Performance Team; Develop a Team-Building Program; Discover Organizational Readiness; Feasibility; Process and Operational Findings; Scope and Approach; Develop and Implement; Get Insanely Motivated; Just Say No; Manage Transitions; Measure Benefits; Communicate IT Value; Create a Communication Program; Define Your Audience; A CIO Roundtable; Go Global with Applications; Benefits; Challenges; Go Global with Infrastructure; Choose the Right Number of Instances; Chapter 5 Step 5: Support; Create Service Level Agreements; Support Hours; System Uptime Issue Classification Performance Measurement; Security Maintenance; Maintain End User Satisfaction; Service Ticket Response Time Management; Communication of End User Responsibilities; Determine an Approach to IT Charge-Backs; Manage Operational Performance; Develop a Super User Program; The Definition of a Super User; The Definition and Measurement of Program Objectives; A Recognition and Reward System; Program Maintenance; Encourage Feedback; Develop and Administer User Surveys; The CIO 360; Standardize Communications; Build a Shared Service Center; Expect Resistance; Establish SLAs Establish and Continually Measure KPIs

---

#### Sommario/riassunto

"This book offers insightful and practical advice and strategies to help IT leaders maximize the impact of IT on their business. While the technologies constantly change at a dramatic pace, the practices described in this book are timeless and can help transform IT department from a mere order taker to a high performance organization that delivers extraordinary business outcomes, despite this era of turbulent economic challenges. The author shares a framework that he has developed over his 25 year career that includes practical strategies and tactics to help IT leaders truly transform their organizations. The framework involves seven steps: (1) partner, (2) innovate, (3) deliver, (4) support, (5) optimize, (6) protect, and (7) grow. Interviews with CIOs and technology leaders from companies such as

3. Record Nr.	UNISA996673679503316
Autore	BETTIOL, Franco
Titolo	Manuale delle preparazioni veterinarie : normativa, REV, gestione dei medicinali, formulazioni galeniche tradizionali e innovative in campo veterinario / Franco Bettoli ... [et al.] ; hanno contribuito Marina Castiglione, Edilio Lancellotti, Paola Scarpa
Pubbl/distr/stampa	Milano, : Tecniche nuove, 2019
ISBN	978-88-481-3906-9
Edizione	[Ristampa aggiornata]
Descrizione fisica	XVI, 278 p : ill. ; 24 cm
Collana	Tecnica farmaceutica & cosmetica
Disciplina	636.08951
Soggetti	Farmacologia veterinaria
Collocazione	636.089 MAN 1 636.089 MAN 1 a
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia