

1. Record Nr.	UNINA9910270891203321
Autore	MacFarlane Douglas R.
Titolo	Fundamentals of ionic liquids : from chemistry to applications / / Douglas R. MacFarlane, Mega Kar and Jennifer M. Pringle
Pubbl/distr/stampa	Weinheim, Germany : , : Wiley-VCH, , 2017 ©2017
ISBN	3-527-34002-5 3-527-34000-9 3-527-34003-3
Descrizione fisica	1 online resource (249 pages)
Disciplina	541.372
Soggetti	Ionic solutions
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references at the end of each chapters and index.

2. Record Nr.	UNINA9910817574703321
Autore	Millot Michel
Titolo	Embarrassment of product choices 2 : towards a society of well-being / / Michel Millot
Pubbl/distr/stampa	London, England ; ; Hoboken, New Jersey : , : ISTE : , : Wiley, , 2019
ISBN	1-119-57919-8 1-119-57915-5 1-119-57921-X
Edizione	[1st edition]
Descrizione fisica	1 online resource (244 pages)
Collana	THEi Wiley ebooks
Disciplina	658.8342
Soggetti	Consumer behavior
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Sommario/riassunto	Product information is excessively commercial and technical. There is no single best product for all, and the price/quality ratio can be deceptive. Word of mouth is growing with opinions shared on the internet. This book calls for the reinvention of a new economy based on real requirements, not only for profit or "technology" but for qualities of use and the environment. A product's use is its purpose. An innovation must always be an improvement to qualities of use. The emergence of new technologies, such as connected objects and the autonomous car, form a new trap for innovation, and progress has been limited to the perfection of technique. Marketing must no longer confuse the consumer (the customer) and the user. Complete with methodology for the reader to follow, this book describes how the ecology of use can become the main wealth of an economy based on quality of life and well-being.