

1. Record Nr.	UNINA9910688448303321
Autore	Schaffner Urs
Titolo	Review of Invertebrate Biological Control Agents Introduced into Europe
Pubbl/distr/stampa	UK, : CABI, 2016
Descrizione fisica	1 electronic resource (194 p.)
Soggetti	Pest control Insects (entomology) Agricultural science
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Sommario/riassunto	<p>This review provides an overview of all documented releases of exotic (non-European) invertebrate biological control agents (IBCAAs) into the environment in Europe and summarizes key information on the target species as well as on the biological control agent released. It is an update of A Review of Biological Control in Western and Southern Europe edited by Greathead (1976) and covers the period from 1897, when the beetle <i>Rodolia cardinalis</i> was introduced into Portugal against the invasive cottony cushion scale, <i>Icerya purchasi</i>, until the end of 2009. This review is based largely on the BIOCAT database (Greathead and Greathead 1992), which contains records of the introduction of insect natural enemies, namely parasitoids and predators, for the control of insect pests worldwide. This review may not provide the complete list of BC agents introduced into Europe. Nevertheless, the report includes a vast majority of the introductions, and hence provides a representative picture of the history of releases of exotic BC agents into the environment in Europe.</p>

2. Record Nr.	UNINA9910819735903321
Autore	Thomas David B. <1952->
Titolo	The executive's guide to enterprise social media strategy : how social networks are radically transforming your business / / David B. Thomas, Mike Barlow
Pubbl/distr/stampa	Hoboken, N.J., : John Wiley & Sons, 2010
ISBN	9781118005231 1118005236 9781119200796 1119200792 9781283940986 1283940981 9781118005217 111800521X
Edizione	[1st edition]
Descrizione fisica	1 online resource (226 p.)
Collana	Wiley & SAS business series
Altri autori (Persone)	BarlowMike
Disciplina	006.7068/4
Soggetti	Business enterprises - Computer networks Strategic planning - Computer networks Social media - Economic aspects Online social networks - Economic aspects
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	The Executive's Guide to Enterprise Social Media Strategy; Contents; Foreword; Preface; Acknowledgments; Introduction; COUNTRY VILLAGE OR GLEAMING CITY?; BEYOND DISRUPTIVE; STEP ASIDE, FRED TAYLOR . . .; SOCIAL MEDIA OR WHAT?; WHY NOW?; SO, WHAT'S THE BEST WAY TO SKIN A MASTODON?; QUESTIONS YOU SHOULD BE PREPARED TO ANSWER; CRITICAL AREAS FOR SUCCESS; PART I: The Grand Scheme of Things; CHAPTER 1: Speed, Scope, Complexity, Power, and Potential; THEY LAUGHED AT THE WRIGHT BROTHERS; A WORLD OF NEW CHALLENGES AND OPPORTUNITIES; GETTING A FIRM GRASP ON A VIRAL PHENOMENON; WHAT'S THE HURRY? TOO NEWFANGLED FOR YOU?A VERY COOL SCENARIO; STEP UP AND

MEET THE MILLENNIAL GENERATION; JUST WHAT YOU NEEDED:
 ANOTHER "CONVERGENCE"; CHAPTER 2: The New Mode of Production;
 SOCIAL MEDIA, TEAMWORK, AND COLLABORATION; MAPPING SOCIAL
 MEDIA TO RESULTS; ACCELERATING PRODUCT DEVELOPMENT; DRIVING
 KNOWLEDGE INTO AND ACROSS THE ORGANIZATION; CROWD
 SOURCING . . .; WE'RE ALL HACKERS NOW; CHAPTER 3: The Social
 Enterprise; FORGET MURPHY'S LAW; MORE IMPORTANT THAN MONEY ?;
 THE SOCIAL WORKFORCE; COLLABORATION IS THE NEW EFFICIENCY;
 SOCIAL HR; FIRST IMPRESSIONS COUNT; THE TRAIN IS LEAVING THE
 STATION
 THE NEW SOCIAL DIMENSIONSOCIAL CRM; SOCIAL LEADERSHIP; MAKING
 IT STICK; LEGAL NICETIES; HIGH SPEEDS NEED SEAT BELTS; TAKE THE
 TIME TO WRITE IT DOWN; Part II: Building a Structure for Success;
 CHAPTER 4: Get Everybody Together in the Same Room; INVITE THE
 PRACTITIONERS, NOT JUST THE RULEMAKERS; FIGURE OUT WHAT'S
 IMPORTANT; WHAT ARE YOUR EXISTING GOALS?; WHAT MAKES SENSE IN
 YOUR INDUSTRY?; WHAT MAKES SENSE IN YOUR COMPANY?; HOW CAN
 YOU FIGURE OUT WHAT WILL WORK FOR YOU?; CHAPTER 5: Creating
 Social Media Guidelines; BE CLEAR AND CONCISE; GUIDING PRINCIPLES
 FOR SOCIAL MEDIA AT SAS
 INCLUDE DOS AS WELL AS DON'TSINCLUDE EXAMPLES; COMMUNICATE
 AS OFTEN AS POSSIBLE, IN EVERY CHANNEL YOU HAVE; SPOTLIGHT
 SUCCESSES; LEAD BY EXAMPLE; CHAPTER 6: Staffing and Structuring;
 WHERE DOES IT LIVE?; HIRE OR DESIGNATE?; HOW DO YOU STRUCTURE
 FOR SOCIAL MEDIA?; HOW ONE ORGANIZATION PULLS IT TOGETHER;
 OUTSOURCING THE ROLES; CHAPTER 7: Listening, Measurement,
 Analytics, and ROI; A SIMPLE LISTENING FRAMEWORK; FIRST, A WORD
 FROM THE MEASUREMENT QUEEN; "LISTEN, YES. BUT THINK BIGGER.";
 THE FIVE KINDS OF LISTENING; WHAT IS SOCIAL MEDIA ANALYTICS?;
 CAREONE'S MEASUREMENT MODEL
 NOT A SIMPLE FORMULA, BUT A FORMULA NONETHELESSCHAPTER 8:
 The Keys to Success in Social Media; IT'S DIFFICULT IN ITS SIMPLICITY;
 FINDING THE TIME TO DO IT; A SIMPLE MODEL; USING ALL YOUR
 CHANNELS; NINE EASY WAYS TO WRITE A BLOG POST; PART III: Putting
 Your Social Media Strategy to Work; CHAPTER 9: Marketing; FROM
 STROLLERS TO SHARPIES; FROM THE NURSERY TO THE KITCHEN;
 SHARPIE, MEET LAMBORGHINI; BERT'S ADVICE; CHAPTER 10: Social
 Media for B2B; B2B AND PHONEBOOTH-TO-B; TAKING AN INTEGRATED
 APPROACH AT CISCO; CHAPTER 11: Public Relations; THE OLD MODEL
 OF PR; THE NEW MODEL OF PR
 SOCIAL MEDIA PR AT MAYO CLINIC

Sommario/riassunto

An actionable framework for developing and executing successful social media strategies supporting collaboration, teamwork and communication in modern corporations Using straightforward language, this book offers real-world stories and revealing anecdotes to demonstrate how executives and business leaders develop successful corporate social media strategies.High level guidance to developing the practical business frameworks and policies necessary for implementing and managing successful corporate social media strategiesDescribes the actual processes, organizational structures, an