

1. Record Nr.	UNINA9910141492803321
Autore	Taylor David <1964->
Titolo	Grow the core [[electronic resource]] : how to focus on your core business for brand success / / David Taylor
Pubbl/distr/stampa	Chichester, West Sussex, U.K., : John Wiley & Sons Ltd., 2013
ISBN	1-119-20789-4 1-118-48468-1 1-283-94109-0 1-118-48469-X 1-118-48470-3
Edizione	[1st edition]
Descrizione fisica	1 online resource (255 p.)
Disciplina	658
Soggetti	Brand name products - Management Product management Strategic planning Branding (Marketing) Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	"A brandgym book"--Cover.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	pt. I. Why grow the core? -- pt. II. Grow the core principles -- pt. III. Grow the core workouts -- pt. IV. The grow the core workplan.
Sommario/riassunto	Grow the Core stands conventional wisdom about business growth on its head and provides a proven formula for growing your business in recessionary times. These days, it's a common belief among business leaders across industry sectors that the best way to grow their businesses is to expand into new markets. In reality, virtually all top-performing companies achieve superior results through a leading position in their core business. Unfortunately, there's very little in the way of practical advice on how to do this. Grow the Core shows you how to focus on your core business for br

2. Record Nr.	UNINA9910141835703321
Autore	Dalton James F
Titolo	Mind over markets [[electronic resource]] : power trading with market generated information / / James F. Dalton, Eric T. Jones, Robert B. Dalton
Pubbl/distr/stampa	Hoboken, N.J., : Wiley, c2013
ISBN	1-118-65972-4 1-118-65978-3 1-118-65976-7
Edizione	[2nd ed.]
Descrizione fisica	1 online resource (370 p.)
Collana	Wiley trading series
Altri autori (Persone)	JonesEric T (Eric Thomas) DaltonRobert B
Disciplina	332.64/5
Soggetti	Futures
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	Preface -- Acknowledgments -- Introduction -- Novice -- Advanced beginner -- Competent -- Day time frame trading -- Day time frame directional conviction -- Opening's relationship to previous day : estimating daily range potential -- Crude oil -- Day time frame auction rotations -- Auction failures -- High- and low-volume areas -- Long-term trading -- Long-term directional conviction -- Attempted direction : which way is the market trying to go? -- Buying/selling composite days -- Long-term auction rotations -- Long-term profiles -- Spikes -- Appendix 1: Value-area calculation -- Appendix ii: TPO vs. volume profiles -- Suggested readings -- About the authors -- Index.
Sommario/riassunto	A timely update to the book on using the Market Profile method to trade Emerging over twenty years ago, Market Profile analysis continues to realize a strong following among active traders. The approach explains the underlying dynamics and structure of markets, identifies value areas, price rejection points, and measures the strength of buyers and sellers. Unlike more conventional forms of technical analysis, Market Profile is an all-encompassing approach, and Mind Over Markets, Updated Edition provides traders with a solid

understanding of it. Since the first edi

3. Record Nr.	UNINA9910830197103321
Autore	Hyndman
Titolo	Cordilleran Volcanism, Plutonism, and Magma Generation at Various Crustal Levels, Montana and Idaho Western Montana and Central Idaho, Field Trip T337
Pubbl/distr/stampa	[Place of publication not identified], : American Geophysical Union, 1991
ISBN	1-118-66830-8
Descrizione fisica	1 online resource (43 pages) : illustrations
Collana	Field trip guidebook (International Geological Congress (28th : 1989 : Washington, D.C.)) ; ; T337
Disciplina	550
Soggetti	Geology - Idaho Geology - Montana
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph

4. Record Nr.	UNINA9910821074003321
Autore	Baldwin Kate A.
Titolo	The racial imaginary of the Cold War kitchen : from Sokol'niki Park to Chicago's South Side // Kate A. Baldwin
Pubbl/distr/stampa	Hanover, New Hampshire : , : Dartmouth College Press, , 2016 ©2016
ISBN	1-61168-864-7
Descrizione fisica	1 online resource (258 p.)
Collana	Re-Mapping the Transnational : A Dartmouth Series in American Studies
Disciplina	327.73047
Soggetti	Cold War - Political aspects Propaganda - History - 20th century United States Relations Soviet Union Soviet Union Relations United States
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	Introduction: Cold War, hot kitchen -- Envy and other warm guns : Ray and Charles Eames at the American National Exhibition in Moscow -- Reframing the Cold War kitchen : Sylvia Plath, Byt, and the radical imaginary of The bell jar -- Alice Childress, Natalya Baranskaya, and the conditions of Cold War womanhood -- Lorraine Hansberry and the social life of emotions -- Selling the homeland : Silk Stockings, stilyagi, and style -- Epilogue: A kitchen in history.
Sommario/riassunto	"Race, domesticity, and consumerism in the Cold War era. This book demonstrates the ways in which the kitchen--the centerpiece of domesticity and consumerism--was deployed as a recurring motif in the ideological and propaganda battles of the Cold War. Beginning with the famous Nixon-Khrushchev kitchen debate, Baldwin shows how Nixon turned the kitchen into a space of exception, while contemporary writers, artists, and activists depicted it as a site of cultural resistance. Focusing on a wide variety of literature and media from the United States and the Soviet Union, Baldwin reveals how the binary logic at work in Nixon's discourse--setting U.S. freedom against Soviet totalitarianism--erased the histories of slavery, gender subordination,

colonialism, and racial genocide. The Racial Imaginary of the Cold War Kitchen treats the kitchen as symptomatic of these erasures, connecting issues of race, gender, and social difference across national boundaries. This rich and rewarding study--embracing the literature, film, and photography of the era--will appeal to a broad spectrum of scholars"--From publisher's website.

"A study of the ways in which the kitchen was used as a recurring motif in the ideological and propaganda battles of the Cold War, particularly in regard to issues of feminism and race"--Provided by publisher.
