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Autore	Ailawadi Kusum L.
Titolo	Getting multi-channel distribution right / / Kusum L. Ailawadi, Paul W. Farris
Pubbl/distr/stampa	Hoboken, NJ : , : John Wiley & Sons, Inc., , [2020] 2020
ISBN	1-119-63291-9 1-119-63290-0 1-119-63289-7
Edizione	[1st edition]
Descrizione fisica	1 online resource (386 pages)
Classificazione	675.4 658.87
Disciplina	658.8
Soggetti	Marketing channels - United States Marketing channels - Management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes indexes
Sommario/riassunto	Getting Multi-Channel Distribution Right provides a comprehensive treatment of modern distribution strategy that is analytically solid, clearly written, and relevant for managers as well as MBA and executive MBA students, and the professors who train them. It covers concepts, metrics, tools, and strategic frameworks for managing distribution in physical and digital channels. Focusing on the challenges of managing multiple channels of distribution in an evolving marketplace—rather than the process of designing a distribution channel from scratch—it leans more heavily on metrics and tools and incorporates perspectives from academic research, as well as in-depth case studies from marketing and general management practice. Introduces an organizing framework of pull and push marketing for how suppliers work together with their channel partners. Integrates across physical and digital, independent and company-owned, routes to market. Maps the functions of traditional and newer intermediaries in the channel ecosystem and identifies the root causes of conflict between them. Provides tools and frameworks for how much distribution coverage is

required and where. Shows how product line, pricing, trade promotions, and other channel incentives can help to coordinate multiple channels and manage conflict. Illustrates how push and pull metrics can be combined into valuable dashboards for identifying positive feedback opportunities and sustaining the channel partnership. With the help of Getting Multi-Channel Distribution Right you'll discover how to successfully develop, execute, and adapt distribution strategy to the evolving marketplace.

2. Record Nr.	UNINA9910566458103321
Autore	Gonzalez-Barrio David
Titolo	Zoonoses and Wildlife: One Health Approach
Pubbl/distr/stampa	Basel, : MDPI - Multidisciplinary Digital Publishing Institute, 2022
Descrizione fisica	1 online resource (178 p.)
Soggetti	Biology, life sciences Research and information: general Zoology and animal sciences
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Sommario/riassunto	Throughout history, wildlife has been an important source of infectious diseases transmissible to humans. Today, zoonoses with a wildlife reservoir constitute a major public health problem, affecting all continents. The importance of such zoonoses is increasingly recognized, and the need for more attention in this area is being addressed. The total number of zoonoses is unknown, some 1,415 known human pathogens have been catalogued, and 62% are of zoonotic origin [1]. With time, more and more human pathogens are found to be of animal origin. Moreover, most emerging infectious diseases in humans are zoonoses. Wild animals seem to be involved in the epidemiology of most zoonoses and serve as major reservoirs for

transmission of zoonotic agents to domestic animals and humans [2]. The concept of the 'One Health' approach involving collaboration between veterinary and medical scientists, policy makers, and public health officials, is necessary to foster joint cooperation and control of emerging zoonotic diseases [3]. Zoonotic diseases caused by a wide range of arthropods, bacteria, helminths, protozoans, and viruses can cause serious and even life-threatening clinical conditions in animals, with a number of them also affecting the human population due to their zoonotic potential. The aim of the current Special Issue is to cover recent and novel research trends in zoonotic diseases in wildlife, including the relevant topics related to wildlife, zoonosis, public health, emerging diseases, infectious diseases and parasitic diseases.
