

1. Record Nr.	UNINA9910829948103321
Autore	Keller Scott <1972->
Titolo	Beyond performance [[electronic resource]] : how great organizations build ultimate competitive advantage / / Scott Keller, Colin Price
Pubbl/distr/stampa	Hoboken, New Jersey : , : John Wiley & Sons, , 2011
ISBN	1-119-20245-0 1-283-17670-X 9786613176707 1-118-09744-0
Edizione	[1st edition]
Descrizione fisica	1 online resource (302 p.)
Classificazione	BUS085000
Altri autori (Persone)	PriceColin
Disciplina	658 658.4063
Soggetti	Organizational behavior Corporate culture Performance
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	pt. 1. Why performance is not enough -- pt. 2. The five frames -- pt. 3. Putting it all together.
Sommario/riassunto	"What makes your company great today, however, won't necessarily make it great tomorrow. Evolving is critical to long-term corporate performance and health. Humankind's greatest invention isn't the wheel, it is organization: people working together towards a goal that is beyond what can be achieved by the sum of individuals acting alone. As each generation finds better and better ways of working together, we perform at levels that previous generations could never have imagined. On top of long term trends like cost-free availability of information and deriving differentiation by creating an experience, the world appears to be emerging from the most profound and far-reaching economic crisis since the great depression of the 1930's. And five other factors will continue to drive global change: the historic shift in economic growth from the developed to the developing world; an unprecedented imperative for mature economics to raise productivity to preserve living standards; the rise of new networks of communication

and trade; a profound challenge in balancing economic growth and environmental sustainability; and an expanded role for the state in regulating markets. For organizations to not only be excellent but stay excellent, companies need to respond to these challenges with tact and understanding that with the right techniques, change can be driven to a company's advantage. If you are a leader of people who wants to change things for the better, this book is for you. If you want to leave a profound and lasting legacy in your organization and the stakeholder it serves, this book will help you do so"--

2. Record Nr.	UNINA9910811652903321
Autore	Fink Johannes Karl
Titolo	Reactive polymers fundamentals and applications : a concise guide to industrial polymers // Johannes Karl Fink, Montanuniversitat Leoben, Austria
Pubbl/distr/stampa	Oxford, : William Andrew, 2013 Oxford : , : William Andrew, , 2013
ISBN	1-299-47504-3 1-4557-3158-7
Edizione	[2nd ed.]
Descrizione fisica	1 online resource (xxii, 535 pages) : illustrations
Collana	PDL handbook series
Disciplina	668/.374
Soggetti	Gums and resins, Synthetic Gums and resins - Industrial applications
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Half Title; Series Page; Title Page; Copyright; Contents; PDL Series Editor's Preface; Preface; Chapter 1:Unsaturated Polyester Resins; 1.1 History; 1.2 Monomers; 1.2.1 Monomers for an Unsaturated Polyester; 1.2.1.1 Alcohol Components; 1.2.1.2 Acid and Anhydride Components; 1.2.1.3 Amine Modifiers; 1.2.1.4 Dicyclopentadiene; 1.2.2 Vinyl Monomers; 1.2.2.1 Styrenes; 1.2.2.2 Acrylates and Methacrylates; 1.2.2.3 Vinyl Ethers; 1.2.2.4 Other Vinyl Monomers; 1.2.3 Specialities; 1.2.3.1 Monomers for Waterborne Unsaturated Polyesters; 1.2.3.2 Low Emission Modifiers

1.2.3.3 Epoxide-Based Unsaturated Polyesters 1.2.3.4 Isocyanates;
 1.2.3.5 o-Carboxy Phthalanilic Acid; 1.2.3.6 Modified Plant Oils; 1.2.4
 Synthesis; 1.2.4.1 Kinetics of Polyesterification; 1.2.4.2 Sequence
 Distribution of Double Bonds; 1.2.5 Manufacture; 1.3 Special Additives;
 1.3.1 Inhibitors; 1.3.1.1 Shelf Life Extension; 1.3.2 Thickeners; 1.3.2.1
 Multivalent Salts; 1.3.2.2 Thixotropic Additives; 1.3.3 Emission
 Suppressants; 1.3.4 Fillers; 1.3.4.1 Inorganic Fillers; 1.3.4.2 Wood
 Flour; 1.3.4.3 Rubber; 1.3.4.4 Nanocomposites; 1.3.4.5 Nanoclays;
 1.3.4.6 Carbon Nanotubes
 1.3.5 Reinforcing Materials 1.3.5.1 Glass Fibers; 1.3.5.2 Wollastonite;
 1.3.5.3 Carbon Fibers; 1.3.5.4 Natural Fibers; 1.3.6 Additives for
 Molding Applications; 1.3.6.1 Mixture Stabilizing Additives; 1.3.6.2
 Mold Release Agents; 1.3.7 Low-profile Additives; 1.3.8
 Interpenetrating Polymer Networks; 1.3.8.1 Poly(urethane)s; 1.3.8.2
 Epoxides; 1.3.8.3 Vinylester Resins; 1.3.8.4 Phenolic Resins; 1.3.8.5
 Organic-inorganic Hybrids; 1.3.9 Poly(urethane) Hybrid Networks;
 1.3.9.1 UV Stabilizers; 1.3.10 Flame Retardants; 1.3.10.1 Flame
 Retardant Additives; 1.3.10.2 Flame Retardant Polyester Components
 1.3.10.3 Flame Retardant Vinyl Monomers 1.3.11 Production Data; 1.4
 Curing; 1.4.1 Initiator Systems; 1.4.1.1 In Situ Generated Peroxides;
 1.4.1.2 Functional Peroxides; 1.4.1.3 Photoinitiators; 1.4.2 Promoters;
 1.4.3 Initiator Promoter Systems; 1.4.4 Polymerization; 1.4.4.1 Kinetics
 of Curing; 1.4.4.2 Catalysis by Nanoparticles; 1.4.4.3 Phase Separation;
 1.5 Properties; 1.5.1 Structure-properties Relationships; 1.5.2
 Hydrolytic Stability; 1.5.3 Recycling; 1.5.3.1 Microwave Radiation;
 1.5.3.2 Poly(ethylene terephthalate) Waste Products; 1.5.3.3 Cured
 Unsaturated Polyester Resin Waste
 1.6 Applications and Uses 1.6.1 Decorative Specimens; 1.6.2 Polyester
 Concrete; 1.6.3 Reinforced Materials; 1.6.4 Coatings; 1.6.4.1 Powder
 Coatings; 1.7 Special Formulations; 1.7.1 Electrically Conductive Resins;
 1.7.2 Poly(-caprolactone)-perfluoropolyether Copolymers; 1.7.3 Toner
 Compositions; 1.7.4 Pour Point Depressants; 1.7.5 Biodegradable
 Polyesters; 1.7.6 Neutron Shielding; 1.7.7 Bone Cement; 1.7.8
 Compatibilizers; 1.7.9 Reactive Melt Modification of Poly(propylene);
 1.7.10 Toner Resins; References; Chapter 2: Poly(urethane)s; 2.1
 History; 2.2 Monomers; 2.2.1 Diisocyanates
 2.2.1.1 Toluene Diisocyanate

Sommario/riassunto

The use of reactive polymers enables manufacturers to make chemical changes at a late stage in the production process-these in turn cause changes in performance and properties. Material selection and control of the reaction are essential to achieve optimal performance. The second edition of Reactive Polymers Fundamentals and Applications introduces engineers and scientists to the range of reactive polymers available, explains the reactions that take place, and details applications and performance benefits. Basic principles and industrial processes are described for each class

3. Record Nr.	UNINA9910254922503321
Titolo	Advances in Luxury Brand Management // edited by Jean-Noël Kapferer, Joachim Kernstock, Tim Oliver Brexendorf, Shaun M. Powell
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ISBN	9783319511276 3319511270
Edizione	[1st ed. 2017.]
Descrizione fisica	1 online resource (X, 256 p. 15 illus.)
Collana	Journal of Brand Management: Advanced Collections
Disciplina	658.812
Soggetti	Branding (Marketing) Consumer behavior Marketing research Business intelligence Customer relations - Management Branding Consumer Behavior Market Research and Competitive Intelligence Customer Relationship Management
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.
Sommario/riassunto	Presenting some of the most significant research on the modern understanding of luxury, this edited collection of articles from the Journal of Brand Management explores the complex relationships consumers tie with luxury, and the unique characteristics of luxury brand management. Covering the segmentation of luxury consumers worldwide, the specificity of luxury management, the role of sustainability for luxury brands and major insights from a customer point of view, Advances in Luxury Brand Management is essential reading for upper level students as well as scholars and discerning practitioners.

