

1. Record Nr.	UNINA9910890987803321
Titolo	Ellipsis : journal of the American Portuguese Studies Association
Pubbl/distr/stampa	Princeton, NJ, : American Portuguese Studies Association
ISSN	2152-9604
Disciplina	869
Soggetti	Portuguese literature - History and criticism Brazilian literature - History and criticism African literature (Portuguese) - History and criticism African literature (Portuguese) Brazilian literature Civilization - Study and teaching Portuguese literature Criticism, interpretation, etc. Periodicals. Portuguese-speaking countries Civilization Study and teaching Periodicals Portuguese-speaking countries
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Periodico
Note generali	Refereed/Peer-reviewed

2. Record Nr.	UNINA9910679789703321
Autore	Brown Stephen <1955 March 23->
Titolo	The marketing code / / Stephen Brown
Pubbl/distr/stampa	London, : Marshall Cavendish Business, 2008
ISBN	9780462093468 0462093468
Descrizione fisica	398 p
Disciplina	823.92
Soggetti	Marketing Conspiracies
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Cover -- Chapter One -- Chapter Two -- Chapter Three -- Chapter Four -- Chapter Five -- Chapter Seven -- Chapter Eight -- Chapter Nine -- Chapter Ten -- Chapter Eleven -- Chapter Twelve -- Chapter Thirteen -- Chapter Fourteen -- Chapter Fifteen -- Chapter Sixteen -- Chapter Seventeen -- Chapter Eighteen -- Chapter Nineteen -- Chapter Twenty -- Chapter Twenty-One -- Chapter Twenty-Two -- Chapter Twenty-Three -- Chapter Twenty-Four -- Chapter Twenty-Five -- Chapter Twenty-Six -- Chapter Twenty-Seven -- Chapter Twenty-Eight -- Chapter Twenty-Nine -- Chapter Thirty -- Chapter Thirty-One -- Chapter Thirty-Two -- Chapter Thirty-Three -- Chapter Thirty-Four -- Chapter Thirty-Five -- Chapter Thirty-Six -- Chapter Thirty-Seven -- Chapter Thirty-Eight -- Chapter Thirty-Nine -- Chapter Forty -- Chapter Forty-One -- Chapter Forty-Two -- Chapter Forty-Three -- Chapter Forty-Four -- Chapter Forty-Five -- Chapter Forty-Six -- Chapter Forty-Seven -- Chapter Forty-Eight -- Chapter Forty-Nine -- Chapter Fifty -- Chapter Fifty-One -- Author's Note.
Sommario/riassunto	b]Sometimes you have to kill to make a killing /b]Forget organizational parables, forget corporate satires and business fiction. At last a management thriller has arrived. A critically acclaimed high-suspense novel that reveals thesecrets of 21st century marketing. I read i]The Marketing Code /i] from beginning to end in one sitting. I had to know how it turned out. It shows great imagination, clever plotting, and a

Rabelaisian scale of outrage and wit. -Professor Philip Kotler, marketing guru. Other titles by Stephen Brown: i]The Customer KeyAgents and DealersFail Better /i
