

1. Record Nr.	UNINA9910460321603321
Titolo	Libraries within the library : the origins of the British Library's printed collections / / edited by Giles Mandelbrote and Barry Taylor
Pubbl/distr/stampa	London : , : British Library, , 2009
ISBN	0-7123-6370-X
Descrizione fisica	1 online resource (459 pages) : illustrations (some color), portraits, facsimiles (some color)
Disciplina	025.20941
Soggetti	Collection management (Libraries) - Great Britain - History Electronic books.
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 and index.
Nota di contenuto	; Preface / Sir Colin Lucas -- Notes on contributors -- Chronology -- Abbreviations -- Introduction : from texts to collections / David Pearson -- The foundation collections. Henry VIII's library and the British Museum duplicate sales : a newly discovered de-accession / James P. Carley ; Isaac Casaubon's library of Hebrew books / Anthony Grafton and Joanna Weinberg ; The printed books of the Cotton family and their dispersal / Colin G.C. Tite ; Printed material and the Cotton manuscripts / Julian Harrison ; Sir Hans Sloane's printed books in the British Library : their identification and associations / Alison Walker ; Sloane's purchases at the sale of Robert Hooke's library / Giles Mandelbrote ; Sloane and the preservation of printed Ephemera / Giles Mandelbrote -- The early decades. George Thomason's intentions / Michael Mendl ; Clayton Mordaunt Cracherode / Paul Quarrie ; Sir William Musgrave (1735-1800) and the British Museum Library / C.J. Wright ; The scholarly library and collections of knowledge of Sir Joseph Banks / Rudiger Joppien and Neil Chambers ; The BM duplicate sales 1769-1832 and their significance for the early collections / T.A. Birrell -- The King's Library. The Bibliotheca Smithiana / Lotte Hellinga ; Moving the King's Library : argument and sentiment 1823-1998 / John Goldfinch ; The King's Library / P.R. Harris -- Later collections of printed books within the British Museum Library. Thomas Grenville (1755-1846) and his books / Barry Taylor ; Buying at auction : building

the British Museum Library's collections in the second half of the nineteenth century / Geoffrey West ; The collections of Sergei Aleksandrovich Sobolevskii (1803-1870) / Chris Thomas ; Libraries in the archives : researching provenance in the British Library invoices / Arnold Hunt -- Appendices. Identification of printed books acquired by the British Museum, 1753-1836 / P.R. Harris ; Some contemporary sources for the early history of the British Museum's printed collections / John Goldfinch.

2. Record Nr.	UNINA9910952299303321
Autore	Ash Tim <1965->
Titolo	Landing page optimization : the definitive guide to testing and tuning for conversions / / Tim Ash, Rich Page, Maura Ginty
Pubbl/distr/stampa	Indianapolis, Ind., : John Wiley & Sons, c2012
ISBN	9781118234532 1118234537 9781299189348 1299189342 9781118220726 1118220722
Edizione	[2nd ed.]
Descrizione fisica	1 online resource (483 p.)
Collana	Sybex serious skills Serious skills
Altri autori (Persone)	PageRich GintyMaura
Disciplina	006.7
Soggetti	Web sites - Evaluation Web sites - Testing Web sites - Design Internet marketing
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	pt. 1. Understanding landing page optimization -- pt. 2. Finding opportunities for site improvement -- pt. 3. Fixing your site problems -- pt. 4. The mechanics of testing -- pt. 5. Organization and planning.

Sommario/riassunto

A fully updated guide to making your landing pages profitable Effective Internet marketing requires that you test and optimize your landing pages to maximize exposure and conversion rate. This second edition of a bestselling guide to landing page optimization includes case studies with before-and-after results as well as new information on web site usability. It covers how to prepare all types of content for testing, how to interpret results, recognize the seven common design mistakes, and much more. Included is a gift card for Google AdWords. Features fully updated information
