1.

Record Nr.	UNINA9910955385403321
Autore	Moore Karl <1955-, >
Titolo	Marketing : the basics / / Karl Moore and Niketh Pareek
Pubbl/distr/stampa	London ; ; New York : , : Routledge, , 2010
ISBN	1-135-22590-7 1-134-17889-1 1-135-22591-5 1-282-44409-3 9786612444098 0-203-87034-4
Edizione	[2nd ed.]
Descrizione fisica	1 online resource (246 p.)
Collana	The basics
Classificazione	85.40
Altri autori (Persone)	PareekNiketh
Disciplina	658.8
Soggetti	Consumer behavior - Research Export marketing - Management Marketing research Marketing - Management
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	BOOK COVER; TITLE; COPYRIGHT; CONTENTS; LIST OF ILLUSTRATIONS; INTRODUCTION; 1 WHAT IS MANAGEMENT?; 2 MARKETING AS A CORPORATE FUNCTION; 3 SEGMENTATION, TARGETING AND POSITIONING; 4 ONLINE MARKETING; 5 PRODUCT AND PLACEMENT; 6 PRICE; 7 PROMOTION; 8 PEOPLE; 9 MARKET RESEARCH: SEEKING DEEP INSIGHT INTO THE CUSTOMER'S WORLD AND MIND; 10 GLOBAL MARKETING; GLOSSARY; INDEX
Sommario/riassunto	'...a punchy, stripped-down version of what marketing is all about.' - The Times Higher Education Supplement If you have a product you're looking to market, or you're seeking to learn more about the potential of online marketing, Marketing: The Basics tells you everything you need to know about the techniques marketers use to push their product to the 'tipping point'. The essentials of e-commerce are explored and explained, along side more traditional marketing approaches in this revised and updated new edition. This book: <LI

2.	Record Nr.	UNINA9910959832003321
	Autore	Filtzer Donald A.
	Titolo	Soviet workers and late Stalinism : labour and the restoration of the Stalinist system after World War II / / Donald Filtzer
	Pubbl/distr/stampa	Cambridge : , : Cambridge University Press, , 2002
	ISBN	9780511094156
		0511094159
		9781107125957
		1107125952
		9781280163517
		1280163518
		9780511120695
		0511120699
		9780511042553
		0511042558
		9780511158179
		0511158173
		9780511329982
		0511329989
		9780511497162
		0511497164
		9780511045721
		0511045727
	Edizione	[1st ed.]
	Descrizione fisica	1 online resource (xviii, 276 pages) : digital, PDF file(s)
	Disciplina	331.110947
	Soggetti	Labor - Soviet Union - History
		Labor policy - Soviet Union - History
	Lingua di pubblicazione	Inglese
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
	Note generali	Title from publisher's bibliographic system (viewed on 05 Oct 2015).
	Nota di bibliografia	Includes bibliographical references and index.
	Nota di contenuto	Introduction : the political imperatives of the postwar recovery -- Rebuilding the workforce : free, slave, and indentured labour -- The food crisis of 1946-1947 -- Attenuated recovery : the end of rationing,

housing, and health -- 'Socializing' the next generation : the position of young workers -- Labour discipline and criminal law : the futility of repression -- The industrial enterprise : working conditions, work organization, and wage determination -- Conclusion : labour and the 'renormalization' of Stalinist social relations.

Sommario/riassunto	Soviet Workers and Late Stalinism is a study of labour and labour policy during the critical period of the Soviet Union's postwar recovery and the last years of Stalin. It is also a detailed social history of the Soviet Union in these years, for non-Russian readers. Using previously inaccessible archival sources, Donald Filtzer describes the tragic hardships faced by workers and their families right after the war; conditions in housing and health care; the special problems of young workers; working conditions within industry; and the tremendous strains which regime policy placed not just on the mass of the population, but on the cohesion and commitment of key institutions within the Stalinist political system, most notably the trade unions and the procuracy. Donald Filtzer's subtle and compelling book will interest all historians of the Soviet Union and of socialism.