

1. Record Nr.	UNINA9910958532603321
Titolo	Digital Marketing for Dummies // Ryan Deiss and Russ Henneberry
Pubbl/distr/stampa	Hoboken, N.J., : John Wiley, c2020 Hoboken, New Jersey : , : For Dummies, , [2020] ©2020
ISBN	9781119660507 1119660505 9781119660491 1119660491
Edizione	[2nd ed]
Descrizione fisica	1 online resource
Collana	--For dummies
Classificazione	675 658.872
Disciplina	658.872
Soggetti	Internet marketing
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Sommario/riassunto	Get digital with your brand today! Digital Marketing for Dummies has the tools you need to step into the digital world and bring your marketing process up to date. In this book, you'll discover how digital tools can expand your brand's reach and help you acquire new customers. Digital marketing is all about increasing audience engagement, and the proven strategy and tactics in this guide can get your audience up and moving! You'll learn how to identify the digital markets and media that work best for your business-no wasting your time or money! Discover how much internet traffic is really worth to you and manage your online leads to convert web visitors into paying clients. From anonymous digital prospect to loyal customer-this book will take you through the whole process! * Learn targeted digital strategies for increasing brand awareness * Determine the best-fit online markets for your unique brand * Access downloadable tools to put ideas into action * Meet your business goals with proven digital tactics Digital marketing is the wave of the business future, and you

2. Record Nr.	UNINA9910970111703321
Autore	Fuentes Claudio
Titolo	Contesting the iron fist : advocacy networks and police violence in democratic Argentina and Chile / / Claudio A. Fuentes
Pubbl/distr/stampa	New York, : Routledge, 2005
ISBN	1-135-87445-X 1-135-87446-8 1-280-30257-7 9786610302574 0-203-31299-6
Descrizione fisica	1 online resource (196 p.)
Collana	Latin American studies : social sciences and law
Disciplina	363.2/32
Soggetti	Human rights advocacy - Chile Police brutality - Chile Human rights advocacy - Argentina Police brutality - Argentina
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 (p. 193-218) and index.
Nota di contenuto	Guarding the guardians -- Chile: the denial of police violence -- Explaining an unexpected legal reform in Chile -- Argentina: strong advocacy groups, fluctuating influence -- Dealing with a corporate police force in Argentina -- Contesting the iron fist.
Sommario/riassunto	This work analyzes the interactions and international connections of the ""civil rights"" and ""pro-order"" coalitions of state and societal actors in the two countries. The author demonstrates that in democratizing contexts, protecting citizens from police abuse and becomes part of a debate about how to deal with issues of public safety and social control and of perceived trade-offs between liberty and security.