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Autore	Parravicini Massimo
Titolo	A guide to sales management : a practitioner's view of trade sales organizations // Massimo Parravicini
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ISBN	1-63157-259-8
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Descrizione fisica	1 online resource (254 p.)
Collana	Selling and sales force management collection, , 2161-8917
Disciplina	658.81
Soggetti	Sales management Electronic books.
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 (pages 215-220) and index.
Nota di contenuto	1. Trade structure and route to market -- 2. The sales strategy -- 3. The performance indicators for sales management -- 4. Organizational roles and responsibilities -- 5. Organization models, recruitment, and incentives -- 6. The business planning process -- 7. The order to cash process -- 8. The sales and operations planning process -- 9. The challenges of sales management -- References -- Index.
Sommario/riassunto	The sales function is becoming more and more strategic because (a) the customer base is rapidly evolving through internationalization, mergers, and acquisitions, and (b) the manufacturers' marketing and supply chain functions are being progressively centralized, regionalized, and globalized. Multinational companies develop most of their brands and activation programs with a global scope and feed their markets through international supply networks. As a result, their operating units--national or transnational--are asked to act as "selling machines," which must be capable of both implementing global corporate strategies locally and providing structured feedback to improve the efficacy of the international brand portfolio. In this context, the challenge for the sales function is to develop effective sales strategies and to deliver excellent sales operations. The purpose of the book is to provide a practical guide to sales management through the analysis of its key components: route to market, sales strategy, key performance indicators, organizational models, sales

force management, customer business planning, sales and operations planning, and order to cash. For each of these topics, the content of the book is a balance of theory, practical tips, and tools, keeping in mind not only the "what," but also the "how" of the implementation.

2. Record Nr.	UNINA9910983324703321
Autore	Zhang Fangguo
Titolo	Artificial Intelligence Security and Privacy : Second International Conference, AIS&P 2024, Guangzhou, China, December 6-7, 2024, Proceedings / / edited by Fangguo Zhang, Weiwei Lin, Hongyang Yan
Pubbl/distr/stampa	Singapore : , : Springer Nature Singapore : , : Imprint : Springer, , 2025
ISBN	9789819611485 9789819611478
Edizione	[1st ed. 2025.]
Descrizione fisica	1 online resource (254 pages)
Collana	Lecture Notes in Computer Science, , 1611-3349 ; ; 15399
Altri autori (Persone)	LinWeiwei YanHongyang
Disciplina	006.3
Soggetti	Artificial intelligence Security systems Data protection - Law and legislation Cryptography Data encryption (Computer science) Data protection Artificial Intelligence Security Science and Technology Privacy Cryptology Security Services
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	-- BadHAR: Backdoor Attacks in Federated Human Activity Recognition Systems. -- Fully Automated Generation Mechanism of Rootfs for Specified Operating Systems under Linux. -- Anti-Side-Channel Attack

Mechanisms in Blockchain Payment Channels. -- F2L: A Lightweight Focus Layer against Backdoor Attack in Federated Learning. -- Intelligent backpack based on ireless mobile technology. -- Tourism Industry Upgrading and Public Opinion Prevention Methods Based on BERTopic: A Case Study of Hotel Management. -- Privacy-Preserving Covert Channels in VoLTE via Inter-Frame Delay Modulation. -- Enhancing Adversarial Robustness in Object Detection via Multi-Task Learning and Class-Aware Adversarial Training. -- FedHKD: A Hierarchical Federated Learning Approach Integrating lustering and Knowledge Distillation for Non-IID Data. -- Application of Ensemble Learning Based on High-Dimensional Features in Financial Big Data. -- Collaborative Framework for Dynamic Knowledge Updating and Transparent Reasoning with Large Language Models. -- Zero-Shot Dense Retrieval based on Query Expansion. -- Lightweight Attention-CycleGAN for Nighttime-Daytime Image transformation. -- Generative Image Steganography Based on Latent Space Vector Coding and Diffusion Model.

Sommario/riassunto

This book constitutes the refereed proceedings of the Second International Conference on Artificial Intelligence Security and Privacy, AIS&P 2024, held in Guangzhou, China, during December 6-7, 2024. The 14 full papers included in this book were carefully reviewed and selected from 47 submissions. The papers help to researchers to exchange latest research progress in all areas such as artificial intelligence, security and privacy, and their applications.
