

- | | |
|-------------------------|---|
| 1. Record Nr. | UNINA990000892070403321 |
| Autore | Smith, O. James |
| Titolo | Mnelastic Behaviour Load Carrying Members |
| Pubbl/distr/stampa | New York : John Wiley, 1965 |
| Descrizione fisica | p.447 : ill. ; cm 23 |
| Locazione | IINTC |
| Collocazione | 03 TP.0,31 |
| Lingua di pubblicazione | Italiano |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |
-
- | | |
|-------------------------|---|
| 2. Record Nr. | UNINA9910457220903321 |
| Autore | Gillerman Sharon <1960-> |
| Titolo | Germans into Jews [[electronic resource]] : remaking the Jewish social body in the Weimar Republic / / Sharon Gillerman |
| Pubbl/distr/stampa | Stanford, Calif., : Stanford University Press, c2009 |
| ISBN | 0-8047-7140-5 |
| Descrizione fisica | 1 online resource (250 p.) |
| Collana | Stanford Studies in Jewish History and C |
| Disciplina | 305.892/404309042 |
| Soggetti | Jews - Germany - History - 20th century
Jews - Germany - Social conditions - 20th century
Jews - Germany - Charities - History
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 and index. |
| Nota di contenuto | "As the family goes, so goes the nation" -- Constructing a Jewish body politic : declining fertility and the development of a Jewish population policy -- "A little state within a larger one" : the expansion of Jewish social work during the Weimar Republic -- Rescuing "endangered |

youths" : youth welfare and the project of bourgeois social reform --
"Trauma and transference" : war orphans shape a new Jewish nation.

Sommario/riassunto

Germans into Jews turns to an often overlooked and misunderstood period of German and Jewish history—the years between the world wars. It has been assumed that the Jewish community in Germany was in decline during the Weimar Republic. But, Sharon Gillerman demonstrates that Weimar Jews sought to rejuvenate and reconfigure their community as a means both of strengthening the German nation and of creating a more expansive and autonomous Jewish entity within the German state. These ambitious projects to increase fertility, expand welfare, and strengthen the family transcended the ideological and religious divisions that have traditionally characterized Jewish communal life. Integrating Jewish history, German history, gender history, and social history, this book highlights the experimental and contingent nature of efforts by Weimar Jews to reassert a new Jewish particularism while simultaneously reinforcing their commitment to Germanness.

3. Record Nr.

UNINA9911020035603321

Autore

Jaffe Joseph <1970->

Titolo

Flip the funnel : how to use existing customer to gain new ones / /
Joseph Jaffe

Pubbl/distr/stampa

Hoboken, N.J., : John Wiley & Sons, c2010

ISBN

9786612481857
9781282481855
1282481851
9781118257852
1118257855
9780470591246
0470591242

Edizione

[1st edition]

Descrizione fisica

1 online resource (307 p.)

Disciplina

658.8/72

Soggetti

Customer relations
Business referrals
Customer services

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	Flip the Funnel: How to Use Existing Customers to Gain New Ones; Contents; Foreword; Acknowledgments; Preface; Section 1: Getting Priorities Straight; Section II: A New Way Forward; Section III: Making It All Happen; Resources; Index
Sommario/riassunto	Why customer retention is the new acquisition If there's anything the recession of 2009 taught us, it was the importance of investing in our customers, but when was this any different? So says Joseph Jaffe, bestselling author of Life After the 30-Second Spot and Join the Conversation, and a leading expert and thought leader on new media and social media. In most businesses, it costs roughly five-to-ten times more to acquire a new customer than it does to retain an existing one, and yet companies continue to disproportionately spend their budgets into the ""wrong"" end of the fu

4. Record Nr.	UNINA9911019493903321
Autore	Sullivant John
Titolo	Strategies for protecting national critical infrastructure assets : a focus on problem-solving / / John Sullivant
Pubbl/distr/stampa	Hoboken, NJ, : Wiley-Interscience, c2007
ISBN	9786611032210 9781281032218 1281032212 9781613449103 1613449100 9780470228371 0470228377 9780470228364 0470228369
Descrizione fisica	1 online resource (646 p.)
Disciplina	363.325/720684
Soggetti	Infrastructure (Economics) - Security measures - United States Infrastructure (Economics) - Risk assessment - United States Terrorism - United States - Prevention

Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	<p>Introduction -- Environments that influence the security assessment : threats, western values, and the national critical infrastructure sectors -- The security assessment : what, why, and when -- A proven security assessment methodology -- Task 1: Project strategic planning : understanding service requirements -- Task 1: Critical assessment : understanding the service environment -- Task 3: Identify and characterize : threats to the service environment -- Task 4: Evaluate program effectiveness -- Task 5: Program analyses -- Reporting security assessment results -- The water sector -- The energy sector -- The transportation sector -- The chemical and hazardous materials sector -- The agriculture and food sector -- The banking and finance sector -- The telecommunications sector --</p>
Sommario/riassunto	<p>Strategies for Protecting National Critical Infrastructure Assets eases the research burden, develops investigative protocols, and pulls together data into a comprehensive and practical guide, to help the serious reader understand advanced concepts and techniques of risk assessment with an emphasis on meeting the security needs of the critical national infrastructure. The text is divided into five major sections, which are further broken down by individual chapters, each addressing one element of risk assessment as well as focusing attention on applying the risk assessment methodology t</p>