

1. Record Nr.	UNIPARTHENOE000028902
Titolo	Numerical techniques for global atmospheric models : [tutorials] / Peter H. Lauritzen ... [et al.]
Pubbl/distr/stampa	Berlin : Springer, 2011
Titolo uniforme	Numerical techniques for global atmospheric models
ISBN	978-3-642-11639-1
Descrizione fisica	XVI, 556 p. : ill. ; 24 cm
Collana	Lecture notes in computational science and engineering ; 80
Disciplina	551.5011
Collocazione	DSA 551-N/1
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
2. Record Nr.	UNINA9910806857903321
Autore	Engel Marian
Titolo	Marian Engel : life in letters / / edited by Christl Verduyn and Kathleen Garay
Pubbl/distr/stampa	Toronto, [Ontario] ; ; Buffalo, [New York] ; ; London, [England] : , : University of Toronto Press, , 2004 ©2004
ISBN	1-282-02298-9 1-4426-7705-8
Descrizione fisica	1 online resource (336 p.)
Disciplina	813/.54
Soggetti	Novelists, Canadian - 20th century Correspondance privee Personal correspondence letters (correspondence) personal correspondence 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	<p>""CONTENTS""; ""PREFACE""; ""INTRODUCTION""; ""CHRONOLOGY""; ""1 Woman Travelling, 1960a€?1965""; ""2 Waiting for Honeyman, 1965a€?1970""; ""3 Growing Up at Forty, 1971a€?1975""; ""4 Changing the Landscape, 1976a€?1980""; ""5 A Woman among Friends, 1981a€?1985""; ""Envoi""; ""BIBLIOGRAPHY""; ""ILLUSTRATION CREDITS""; ""INDEX""; ""A""; ""B""; ""C""; ""D""; ""E""; ""F""; ""G""; ""H""; ""I""; ""J""; ""K""; ""L""; ""M""; ""N""; ""O""; ""P""; ""Q""; ""R""; ""S""; ""T""; ""U""; ""V""; ""W""; ""Y""; ""Z""; ""Illustrations""</p>
Sommario/riassunto	<p>"Marian Engel: Life in Letters captures Marian Engel's life as a writer, a narrative that spans her youthful travels in Europe to her early death in 1985. In addition to the letters sent to her friends, this collection includes letters by Engel to critics, to editors, to granting officers, to publishers, and a brilliant letter to a chief librarian lambasting him for, among other things, the library's prejudice against 'Domesticity.' Accompanied by insightful commentary, these letters are rich in detail, filling in the fine points in the life not only of one Canadian writer, but of a nation of writers."--Jacket.</p>

3. Record Nr.	UNINA9910812712003321
Autore	Middleton Daina
Titolo	Marketing in the participation age : a guide to motivating people to join, share, take part, connect, and engage // Daina Middleton
Pubbl/distr/stampa	Hoboken, N.J., : Wiley, 2013
ISBN	9781119203988 1119203988 9781283835091 1283835096 9781118431962 1118431960
Edizione	[1st edition]
Descrizione fisica	1 online resource (226 p.)
Disciplina	658.8
Soggetti	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	Marketing in the Participation Age: A Guide to Motivating People to Join, Share, Take Part, Connect, and Engage; Copyright; Contents; Foreword; Acknowledgments; Introduction: The Participation Age; 1: Marketing in the Age of Participation; Participant Marketing Summary; 2: The Catalyst: The Consumer-to-Participant Transformation; Participant Marketing Summary; 3: Tools for the Past 60 Years; Share of Voice and Purchase Funnel; Above the Line; Participant Marketing Summary; Original Marketing Definitions; Participant Marketing Questions; 4: Time for a Participation Revolution Achieving a Goal with Competence: In the Palm of Every HandAutonomy and the Pyramids; Relatedness: The Social Network Explosion Connects People; Participant Marketing Summary; 5: Participation Way for the Participation Age; Participant Marketing Summary; 6: D + E + C = P2: Discover; 1. Discover ""Findability""; 2. Discover Relevant Content; 3. Discover Recognition; Participant Marketing Summary: Activating the Discover Principle; 7: D + E + C = P2: Empower; 1. Begin with an Active Understanding of the Participants; 2. Decide on the Desired Participant Action

3. Recognize the Importance of Measurement and ROI Participant Marketing Summary; 8: D + E + C = P2: Connect; 1. A Brand Is a Participant; 2. Participant-to-Participant Connections Are Equally Important; Participant Marketing Summary; 9: D + E + C = P2: Participation; Performance Marketing Summary; 10: D + E + C = P2: Performance; Performance Marketing Summary; 11: Planning: Bringing the Participation Way to Life; Insight; Activate; Elevate; Participant Marketing Summary; 12: Measuring Participation Performance; The Evolution of the Marketing Revolutionist; Participant Marketing Summary  
13: The Future Marketer: The Nurturist Participant Marketing Summary; References; Index

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## Sommario/riassunto

Turn intrinsic human desires into your most powerful marketing tool. Marketing in the Participation Age shows you how to rethink marketing. Transform consumers into active participants for your brand by capturing their interest, empowering them to contribute, and developing meaningful relationships that keep them involved. Learn how to create a marketing environment that fulfills your customers' desire to seek challenges and discover new things-and watch their participation yield greater revenues for your business. "Marketing is constantly evolving. Companies can't compete by

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