1.

Record Nr.	UNISA990000249420203316
Titolo	Ecologia applicata / a cura di Alfredo Provini, SilvanaGalassi, Roberto Marchetti
Pubbl/distr/stampa	Torino : UTET Libreria, copyr. 1998
ISBN	88-251-0125-2
Edizione	[Nuova ed]
Descrizione fisica	XXIV, 1190 p. : ill. ; 24 cm
Disciplina	628.5
Collocazione	628.5 ECO (A)
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	in testa al front : società italiana di ecologia

2.

Record Nr.	UNINA9910781151003321
Autore	Mathieson Rick
Titolo	The on-demand brand [[electronic resource]] : 10 rules for digital marketing success in an anytime, everywhere world / / Rick Mathieson
Pubbl/distr/stampa	New York, : American Management Association, c2010
ISBN	1-282-52449-6 9786612524493 0-8144-1574-1
Edizione	[1st edition]
Descrizione fisica	1 online resource (305 p.)
Disciplina	658.8/27
Soggetti	Branding (Marketing) Internet marketing
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	Contents; Introduction; RULE #1: Insight Comes Before Inspiration; RULE #2: Don't Repurpose, Reimagine; RULE #3: Don't Just Join the Conversation-Spark It; RULE #4: There's No Business Without Show Business; RULE #5: Want Control? Give It Away; RULE #6: It's Good to Play Games with Your Customers; RULE #7: Products Are the New Services; RULE #8: Mobile Is Where It's At; RULE #9: Always Keep Surprises In-Store; RULE #10: Use Smart Ads Wisely; Additional Resources; Notes; Acknowledgments; Index; About the Author
Sommario/riassunto	How to capture the attention of e-minded customers who think plain old web ads are SO yesterday.