

1. Record Nr.	UNISA990000662190203316
Titolo	I contratti matrimoniali di Lesbo e l'harem ottomano : la mediazione femminile tra oriente e occidente / a cura di Stelio Marchese
Pubbl/distr/stampa	Napoli, Edizioni Scientifiche Italiane
ISBN	88-495-0021-1
Descrizione fisica	copyr. 2000
Disciplina	305.420956
Soggetti	Contratto di matrimonio - Isole greche - Sec. 19 Cortigiane - Usi e costumi - Impero ottomano Donna - Posizione sociale - Lesbo - Sec. 19
Collocazione	IX.3. 88(XV B 891)
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia

2. Record Nr.	UNINA9910449925503321
Autore	Cartwright Talula
Titolo	Developing your intuition [[electronic resource]] : a guide to reflective practice // Talula Cartwright ; editor, Peter Scisco
Pubbl/distr/stampa	Greensboro, N.C., : Center for Creative Leadership, c2004
ISBN	1-118-15527-0 1-281-00131-7 9786611001315 1-118-15451-7 1-932973-25-7
Edizione	[1st edition]
Descrizione fisica	1 online resource (31 p.)
Collana	CCL No. 425 Ideas into action guidebooks
Disciplina	153.4/4
Soggetti	Insight Intuition 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.
Nota di contenuto	Title Page; Table of Contents; Intuition and Reflection; Bringing It All Together; Tools for Reflective Practice; The Journal; Imaging; Dreams; Analysis; Emotions; From Reflection to Action; Suggested Readings; Background; Key Point Summary; Lead Contributor
Sommario/riassunto	Leaders often have to make decisions without complete information, and those decisions are expected to be not only right but also timely. Using reflective techniques can help you learn to depend on your intuition for help in making good decisions quickly. Reflective practices may seem time-consuming at the beginning, but the time you put in on the front end is well worth the investment. It will pay you back both in time and in the quality of the decisions you make.

3. Record Nr.	UNINA9910813563403321
Autore	Temporal Paul
Titolo	Branding for the public sector : creating, building and managing brands people will value // Dr. Paul Temporal
Pubbl/distr/stampa	Chichester, West Sussex : , : Wiley, , 2015
ISBN	1-119-17682-4 1-118-75625-8
Descrizione fisica	1 online resource (290 p.)
Classificazione	BUS079000
Disciplina	352.7/48
Soggetti	Government marketing Government publicity Public relations and politics Branding (Marketing)
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	BRANDING FOR THE PUBLIC SECTOR; Contents; Preface; Part One: The Importance of Branding and Building Brand Strategy; Chapter 1 The Public Sector and Branding; Why the public sector needs branding; Brands and branding; What is a brand and what is branding?; The power and rewards of branding for the public sector; The book in more detail; Chapter 2 Public Sector Brand Categories; Main categories of public sector brands; Multi-national or multi-country brands; Nation or country brands; Can countries carry out branding?; More than tourism is required; Industry or sector brands Communications objectives
Sommario/riassunto	"From government programs to non-profit organisations to global NGOs, organisations in the public sector are increasingly turning to branding strategies employed by for-profit companies to develop their images. Image is everything, particularly in the developing world in which many public-sector groups operate. Consequently, the public sector is the next big growth area in branding, but few books address branding strategy specific for this sector. Branding for the Public Sector fills this gap with powerful and effective branding strategies backed by case studies and examples. Author Paul Temporal covers branding

architecture, brand vision, market research, brand perception, brand engagement, brand communication, managing brand change, and much more. Additionally, he covers the future of public sector branding and how organisations in the public sector may be a key driver of economic growth and prosperity through the twenty-first century. Branding for the Public Sector offers expert guidance for managers and leaders who want to build powerful, influential brands in the public sector"--
