

1. Record Nr.	UNINA9910454987903321
Autore	Wind Yoram
Titolo	Digital marketing [[electronic resource]] : global strategies from the world's leading experts // Jerry Wind, Vijay Mahajan
Pubbl/distr/stampa	New York, : Wiley, c2001
ISBN	1-280-34095-9 9786610340958 0-471-00875-3
Descrizione fisica	1 online resource (427 p.)
Altri autori (Persone)	MahajanVijay
Disciplina	658.8
Soggetti	Internet marketing Consumer behavior Electronic commerce 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	Digital Marketing; Contents; Part I Foundations; Chapter 1 The Challenge of Digital Marketing; Chapter 2 The Digital Technological Environment; Chapter 3 Infrastructure for E-Business; Chapter 4 Strategic Uncertainty and the Future of Electronic Consumer Interaction: Developing Scenarios, Adapting Strategies; Chapter 5 Economic Perspectives on Digital Marketing; Chapter 6 Digital Marketing and the Exchange of Knowledge; Part II Consumer Behavior and Market Research; Chapter 7 Consumer Behavior in Digital Environments; Chapter 8 The Internet Buyer Chapter 9 Rethinking Market Research in the Digital WorldChapter 10 Data Mining Digital Customers; Part III Implementation; Chapter 11 Technology-Driven Demand: Implications for the Supply Chain; Chapter 12 New Offering Realization in the Networked Digital Environment; Chapter 13 Digital Marketing Communication; Chapter 14 Pricing Opportunities in the Digital Age; Contributors; Index
Sommario/riassunto	The first in a series of books from Wharton's prestigious SEI Center, managed by Professor Jerry Wind, this reference focuses on marketing strategies, methods, and cases used specifically for e-commerce

businesses operating globally. It includes contributed chapters from leading thinkers from top U.S. business schools including Wharton, the University of Texas, Columbia, Harvard, Northwestern, University of Michigan, Duke, and MIT. Many of the contributors, in addition to teaching MBA and Executive Education seminars, also consult to major corporations around the world.

2. Record Nr.	UNISA990001123450203316
Autore	ROHLFS, Gerhard
Titolo	Nuovo dizionario dialettale della Calabria : (con repertorio italo-calabro) / Gerhard Rohlfs
Pubbl/distr/stampa	Ravenna, : Longo, 1977
Edizione	[Nuova ed interamente rielaborata ampliata ed aggiornata]
Descrizione fisica	945 p. : ill. ; 25 cm
Disciplina	457.7803
Soggetti	Dialetti calabresi - Dizionari
Collocazione	PAP 1148 IV.2.DIZ DIA. 17(457 ROH)
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	In custodia