

1. Record Nr.	UNISA990000606410203316
Titolo	RTD info : magazine on European research / European Commission, Directorate- General Research
Pubbl/distr/stampa	Bruxelles : Commission européenne, -2006
ISSN	1023-9006 1024-0802
Descrizione fisica	v. ; 30 cm
Disciplina	607
Soggetti	Innovazione tecnologica -- Paesi della Comunità europea -- Programmi Ricerca scientifica -- Paesi della Comunità europea -- Programmi
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Periodico
Note generali	Comincia nel 1993 Descrizione basata su: n.15(1997) Contiene numeri speciali Nel 2007 sono stati pubblicati due numeri speciali: February 2007 e June 2007

2. Record Nr.	UNISA990002804110203316
Autore	TESTA, Maurizio
Titolo	Marketing per le isole : Strategie di marketing e comunicazione per il turismo all'isola d'Elba e nell'arcipelago toscano / Maurizio Testa , Valeria
Pubbl/distr/stampa	Milano : F. Angeli, c2006
ISBN	88-464-7500-6
Descrizione fisica	206 p. ; 23 cm
Collana	Azienda moderna ; 627
Altri autori (Persone)	TALLINUCCI, Valeria
Disciplina	338.4
Soggetti	Aziende turistiche - marketing - Elba (isola)
Collocazione	P10 766
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia

3. Record Nr.	UNINA9910711554303321
Autore	Smith Richard A. <1945->
Titolo	Evidence for acid-precipitation-induced trends in stream chemistry at hydrologic bench-mark stations / / by Richard A. Smith and Richard B. Alexander
Pubbl/distr/stampa	[Reston, Va.] : , : United States Department of the Interior, Geological Survey, , 1983
Descrizione fisica	1 online resource (12 pages) : maps
Collana	Geological Survey circular ; ; 910
Soggetti	Acid rain - United States Water quality - United States Water - Pollution - United States Acid rain Water - Pollution Water quality United States
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references (page 12).

4. Record Nr.	UNINA9910972000203321
Autore	Allen Kathleen R
Titolo	Complete MBA for dummies
Pubbl/distr/stampa	Hoboken, N.J., : Wiley, c2008
ISBN	9780470280133 0470280131
Edizione	[2nd ed.]
Descrizione fisica	1 online resource (434 p.)
Collana	--For dummies
Altri autori (Persone)	EconomyPeter
Disciplina	658
Soggetti	Master of business administration degree Business education
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Complete MBA For Dummies, 2nd Edition; Contents at a Glance; Table of Contents; Introduction; About This Book; Conventions Used in This Book; What You're Not to Read; Foolish Assumptions; How This Book Is Organized; Icons Used in This Book; Where to Go from Here; Part I: The New, Improved World of Business; Chapter 1: The MBA in a Nutshell; Chapter 2: Today's Hottest Business Trends; Chapter 3: Entrepreneurship for Everyone; Chapter 4: Global Business: Fun and Profit in Katmandu; Chapter 5: Polish Your Crystal Ball for Some Strategic Planning; Part II: Managing a Business in the New World Chapter 6: Managing Is Hard Leading Is Even Harder; Chapter 7: Carrots and Sticks: The ABCs of Motivating Employees; Chapter 8: Hiring and Firing: How to Get Good Employees and Keep Them; Chapter 9: One for All and All for One: Building Teams That Really Work; Part III: Money: What You Don't Know Will Hurt You; Chapter 10: All You Ever Wanted to Know about Accounting; Chapter 11: Working Your Way through Financial Statements; Chapter 12: Deciphering the Mysteries of Financial Planning and Analysis; Chapter 13: Understanding Stocks and Bonds; Chapter 14: It Takes Money to Make Money Part IV: Marketing in the New WorldChapter 15: You Are Nothing without a Customer; Chapter 16: Getting Noticed with Advertising and Promotion; Chapter 17: Navigating the New World of Selling; Part V: Other Important Stuff; Chapter 18: Manufacturing and Distribution: It's a Brave New World; Chapter 19: The Ins and Outs of Risk Management;

Chapter 20: In Business, Everything Is Negotiation; Chapter 21: Econ 101: The Basics of Economics; Part VI: The Part of Tens; Chapter 22: Ten Biggest Mistakes Managers Make; Chapter 23: Ten Effective Ways to Market Your Products and Services  
Chapter 24: Ten (Or So) Steps to Improve Your Cash FlowIndex

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#### Sommario/riassunto

Want to get an MBA? *The Complete MBA For Dummies*, 2nd Edition, is the practical, plain-English guide that covers all the basics of a top-notch MBA program, helping you to navigate today's most innovative business strategies. From management to entrepreneurship to strategic planning, you'll understand the hottest trends and get the latest techniques for motivating employees, building global partnerships, managing risk, and manufacturing. This fun, easy-to-access guide is full of useful information, tips, and checklists that will help you lead, manage, or participate in your own MBA!

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