

1. Record Nr.	UNISA990003366660203316
Titolo	Prosa historica / Alfonso 10. el sabio ; edición de Benito Brancaforte
Pubbl/distr/stampa	Madrid : Cátedra, 1990
ISBN	84-376-0456-7
Edizione	[ed. 2.]
Descrizione fisica	282 p. : ill. ; 18 cm
Collana	Letras Hispánicas ; 194
Altri autori (Persone)	ALFONSO <re di Castiglia e di Leon ; 10.>
Disciplina	864.1
Soggetti	Letteratura spagnola - Saggistica
Collocazione	II.5.COLL.1/194
Lingua di pubblicazione	Spagnolo
Formato	Materiale a stampa
Livello bibliografico	Monografia

2. Record Nr.	UNINA9910298468803321
Titolo	Minority Marketing: Issues and Prospects : Proceedings of the 1987 Minority Marketing Congress // edited by Robert L. King
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Springer, , 2015
ISBN	3-319-17392-8
Edizione	[1st ed. 2015.]
Descrizione fisica	1 online resource (176 p.)
Collana	Developments in Marketing Science: Proceedings of the Academy of Marketing Science, , 2363-6173
Disciplina	330 658.4092 658.8 658.81
Soggetti	Marketing Strategic planning Leadership Sales management Business Strategy and Leadership Sales and Distribution
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 at the end of each chapters and index.
Nota di contenuto	Foreword -- Plenary Session -- Issues in Methodology -- Consumer Behavior,- Minorities and Advertising and Promotion -- Minority Enterprises.
Sommario/riassunto	This volume includes the full proceedings from the 1987 Minority Marketing Congress held in Greensboro, North Carolina under the theme Minority Marketing: Issues and Prospects. It provides a variety of quality research in the field of minority marketing in order to assimilate and enhance knowledge of marketing practices for minority enterprises. It includes papers on various topics in minority marketing including advertising, promotion and consumer behavior. Founded in 1971, the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena

related to the science of marketing in theory, research, and practice. Among its services to members and the community at large, the Academy offers conferences, congresses and symposia that attract delegates from around the world. Presentations from these events are published in this *Proceedings* series, which offers a comprehensive archive of volumes reflecting the evolution of the field. Volumes deliver cutting-edge research and insights, complimenting the Academy's flagship journals, the *Journal of the Academy of Marketing Science* (JAMS) and *AMS Review*. Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science.
