

1. Record Nr.	UNISA990003425380203316
Autore	ARDONE, Viola
Titolo	Il concorso per istruttore e istruttore direttivo nell'Area socio-culturale degli Enti locali : manuale e quesiti per la preparazione ai concorsi di categoria C e D nell' Area dei Servizi culturali e del tempo libero : aggiornato alla L. 42/2010 (di conversione del D.L. 2/2010, Disposizioni urgenti per gli Enti locali) / V. Ardone...[et al.]
Pubbl/distr/stampa	Santarcangelo di Romagna, : Maggioli, 2010
ISBN	978-88-387-5558-2
Descrizione fisica	479 p. ; 24 cm
Collana	Concorsi pubblici ; 106
Disciplina	344.45094
Soggetti	Diritto pubblico - Manuali per concorsi
Collocazione	XXI.6. 258
Lingua di pubblicazione	Italiano
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Livello bibliografico	Monografia

2. Record Nr.	UNINA9910337579203321
Autore	Kohne Andreas
Titolo	Business Development : Customer-oriented Business Development for successful companies // by Andreas Kohne
Pubbl/distr/stampa	Wiesbaden : , : Springer Fachmedien Wiesbaden : , : Imprint : Springer Vieweg, , 2019
ISBN	3-658-24726-6
Edizione	[1st ed. 2019.]
Descrizione fisica	1 online resource (IX, 110 p. 12 illus., 8 illus. in color.)
Disciplina	004
Soggetti	Computers Information technology Business—Data processing Management Marketing Sales management Computing Milieux Information Systems and Communication Service IT in Business Sales/Distribution
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Business Development: role, role profile, business unit, process -- Portfolio structure, management and life cycle -- Resources.-Target market -- Market cultivation strategy -- Case study -- Six steps to Business Development.
Sommario/riassunto	This book offers a comprehensive guide to Business Development (BD): what it is, what professional skills are needed, why it is vital to business growth, and how to implement it successfully in a corporation. The book draws on the author's considerable expertise and experience, gained in his position as Business Development Manager for a multinational IT company with offices in a dozen countries. Taking a step-by-step approach, the book reviews the principles of Business Development, from goals and change management, through

stakeholder interests, lean startup mentality and corporate culture in general. It also examines the process of Business Development in detail, and includes separate chapters on the structure, life cycle and management of the portfolio and the allocation of corporate, internal and external resources in the development plan. The case study section follows a hypothetical company through the conception, creation and implementation of a Business Development plan. This book inspires readers from corporate executives and managers, to academic researchers and business students. Content Business Development: role, role profile, business unit, process Portfolio structure, management and life cycle Resources Target market Market cultivation strategy Case study Six steps to Business Development Target Groups CEOs Responsible persons from sales and marketing Project and product managers of all industries Students of Business Administration and Business Informatics The Author Andreas Kohne works as Business Development and Sales Manager at the Dortmund-based company Materna TMT in Germany. He previously worked in the areas of Business and Corporate Development as well as the assistant to the management of the parent company in Dortmund. He has a doctorate in Computer Science from the TU Dortmund and writes reference books in the areas of IT and business.

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