

1.	Record Nr.	UNINA990007545950403321
	Autore	Caraci, Giuseppe <1893-1971>
	Titolo	Disegno geografico della Bulgaria / G. Caraci
	Pubbl/distr/stampa	Roma : Istituto per l'Europa orientale, 1933
	Descrizione fisica	356 p., [2] c. geogr. ripieg. : ill. ; 21 cm
	Collana	Pubblicazioni dell'Istituto per l'Europa orientale . serie 2. : politica, storia, economia ; 23
	Locazione	ILFGE
	Collocazione	H-02-029
	Lingua di pubblicazione	Italiano
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
2.	Record Nr.	UNISA990006141180203316
	Autore	GALIMBERTI, Alessandro
	Titolo	I Giulio-Claudi in Flavio Giuseppe (AI XVIII-XX) / Alessandro Giuseppe
	Pubbl/distr/stampa	Alessandria : Edizioni dell'Orso, 2001
	ISBN	88-7694-511-3
	Descrizione fisica	249 p. ; 24 cm
	Collana	Studi di Storia greca e romana ; 3
	Disciplina	930.04924
	Collocazione	IX.4. 912
	Lingua di pubblicazione	Italiano
	Formato	Materiale a stampa
	Livello bibliografico	Monografia

3. Record Nr.	UNINA9910153253003321
Autore	Birkinshaw Julian M.
Titolo	Key MBA models : the 60+ models every manager and business student needs to know // Julian Birkinshaw, Ken Mark
Pubbl/distr/stampa	Harlow, England ; ; New York, New York : , : Pearson, , [2015]
Edizione	[1st edition]
Descrizione fisica	1 online resource (297 pages) : illustrations
Disciplina	658
Soggetti	Management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Cover -- Contents -- About the authors -- Acknowledgements -- Introduction -- Part 1: Organisational behaviour -- Chapter 1: Change management: Kotter's eight-step model -- Chapter 2: Cognitive biases in decision making -- Chapter 3: Emotional intelligence -- Chapter 4: Managing work groups: Belbin team roles -- Chapter 5: Matrix management -- Chapter 6: Mintzberg's managerial roles -- Chapter 7: Motivation: Theory X and Theory Y -- Chapter 8: Negotiating techniques: BATNA -- Chapter 9: Schein's model of organisational culture -- Chapter 10: 360-degree assessment -- Part 2: Marketing -- Chapter 11: Customer lifetime value -- Chapter 12: Ethnographic market research -- Chapter 13: Market orientation -- Chapter 14: Multichannel marketing -- Chapter 15: Net promoter score -- Chapter 16: The 4Ps of marketing -- Chapter 17: Pricing strategies: dynamic pricing -- Chapter 18: Product life cycle -- Chapter 19: Segmentation and personalised marketing -- Part 3: Strategy and organisation -- Chapter 20: The ambidextrous organisation -- Chapter 21: The BCG growth-share matrix -- Chapter 22: Blue ocean strategy -- Chapter 23: Core competence and the resource-based view -- Chapter 24: Corporate social responsibility: the triple bottom line -- Chapter 25: Corporate strategy: parenting advantage -- Chapter 26: Five forces analysis -- Chapter 27: Game theory: the prisoner's dilemma -- Chapter 28: Generic strategies -- Chapter 29: The McKinsey 7S framework -- Part 4: Innovation and entrepreneurship -- Chapter 30: Brainstorming -- Chapter 31: Design thinking -- Chapter 32:

Disruptive innovation -- Chapter 33: Greiner's growth model -- Chapter 34: Open innovation -- Chapter 35: The seven domains assessment model for entrepreneurs -- Chapter 36: Stage/gate model for new product development -- Chapter 37: Scenario planning -- Part 5: Accounting. Chapter 38: The accrual method in accounting -- Chapter 39: Activity-based costing -- Chapter 40: The balanced scorecard -- Chapter 41: The DuPont identity -- Chapter 42: Economic value added -- Chapter 43: Ratio analysis -- Part 6: Finance -- Chapter 44: Black-Scholes options pricing model -- Chapter 45: Bond valuation -- Chapter 46: Capital asset pricing model -- Chapter 47: Capital budgeting -- Chapter 48: Modern portfolio theory -- Chapter 49: Modigliani-Miller theorem -- Chapter 50: Time value of money -- Chapter 51: Valuing the firm -- Chapter 52: Weighted average cost of capital -- Part 7: Operations -- Chapter 53: Agile development -- Chapter 54: The bullwhip effect -- Chapter 55: Decision trees -- Chapter 56: Just-in-time production -- Chapter 57: Sensitivity analysis -- Chapter 58: The service-profit chain -- Chapter 59: Six Sigma -- Chapter 60: Theory of constraints -- Chapter 61: Total quality management -- Index.

Sommario/riassunto

Understand the key management models that make up your business school syllabus Effectively apply academic management models to your professional life Quickly identify the most relevant tools for you and find out how best to utilise them
