

1. Record Nr.	UNINA9910454502003321
Autore	Taylor Ivana
Titolo	Excel for marketing managers [[electronic resource] /] / Ivana Taylor and Bill Jelen
Pubbl/distr/stampa	Uniontown, Ohio, : Holy Macro! Books, c2006
ISBN	1-932802-64-9
Descrizione fisica	1 online resource (195 p.)
Collana	Excel for Professionals series
Altri autori (Persone)	JelenBill
Disciplina	005.54 658.800285536
Soggetti	Marketing executives - Computer programs Marketing - Management - Data processing Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Front Cover; Title Page; Table of Contents; Dedications; Acknowledgements; About the Authors; What's in This Book and What Isn't?; How to Use Excel to Become a Marketing Genius; Excel-lent Beginnings; Time-saving Tricks; Formulas 101; I'm the Marketing Manager - Now What?; Compiling Your Survey Data; Strategy Development; Disciplining Data; Competitive Analysis: Moving from Data to Information; Building Your Case: Presenting and Reporting Your Data; The Marketing Mix: Build an Irresistible Offering; Trade Shows: Make the Most of them; Measurement: Key to Market Management; Not Really the End Index Back Cover
Sommario/riassunto	The most powerful Microsoft Excel features that can be used to sort through data to produce meaningful marketing analyses are outlined in this manual. Marketing managers will learn the math functions to produce budgets and forecasts, and how to use survey analysis to quickly spot trends using pivot tables and other analysis tools. Ideas for launch schedules, life cycle management, and other date-related information are also presented.

2. Record Nr.	UNISA996383515503316
Autore	Burnet Gilbert <1643-1715.>
Titolo	Reflections upon a pamphlet entituled, Some discourses upon Dr. Burnet and Dr. Tillotson, occasioned by the late funeral-sermon of the former upon the later [[electronic resource] /] / by the Right Reverend Father in God, Gilbert Lord Bishop of Sarum
Pubbl/distr/stampa	London, : Printed for Ri. Chiswell ..., 1696
Descrizione fisica	166, [3] p
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Half-title and running title reads: The Bishop of Sarum's vindication. Advertisements: p. [1]-[2] at end. Reproduction of original in Union Theological Seminary Library, New York.
Sommario/riassunto	eebo-0160