

1. Record Nr.	UNISA996385252103316
Autore	Ogilby John <1600-1676.>
Titolo	The traveller's guide, or, A most exact description of the roads of England [[electronic resource] ] : being Mr. Ogilby's actual survey, and mensuration by the wheel, of the great roads from London to all the considerable cities and towns in England and Wales, together with the cross-roads from one city or eminent town to another : wherein is shewn the distance from place to place, and plain directions given to find the way, by setting down every town, village, river, brook, bridge, common, forest, wood, copse, heath, moor, &c. that occur in passing the roads : and for the better illustration thereof, there are added tables, wherein the names of the places with their distances are set down in a column, in so plain a manner, that a meer stranger may travel all over England without any other guide
Pubbl/distr/stampa	London, : Printed by T. Ilive for Abel Swall, and sold by Tim. Child ..., and R. Knaplock ..., 1699
Descrizione fisica	[8], 254 [i.e. 256] p. : ill., folded map
Soggetti	Roads - England Great Britain Description and travel Great Britain Distances, etc
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Advertisement: p. 254. The tables (p. 193-254) have special title page not included in the paging: Tables containing an exact delineation of the roads of England, according to Mr. Ogilby's actual survey ... London, 1699. An abridgment of the 1674 folio edition, the title of which is not known. Two versions of Ogilby's original work, both in folio, were issued in 1675, the "Britannia, volume the first", Reproduction of original in Huntington Library.
Sommario/riassunto	eebo-0113

2. Record Nr.	UNINA9910672082803321
Autore	Delgado Ballester Elena
Titolo	Marketing [[recurso electronico] ] : fundamentos cientificos y empresariales // Elena Delgado Ballester, Miguel Hernandez Espallardo, Hector Augusto Rodriguez Orejuela
Pubbl/distr/stampa	Bogota, : Ecoe Ediciones, 2009
ISBN	1-4619-2189-9 1-4492-7766-7
Descrizione fisica	1 online resource (204 p.)
Collana	Ciencias administrativas. Mercadeo
Altri autori (Persone)	Hernandez EspallardoMiguel Rodriguez OrejuelaHector Augusto
Disciplina	658.8
Soggetti	Mercadeo Administracion de mercadeo Marketing - Management
Lingua di pubblicazione	Spagnolo
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	Marketing: fundamentos cientificos y empresariales ; Pagina Legal; Tabla de contenido; Prologo; Introduccion; Capitulo 1; 1.1 Origen y evolucion del marketing; 1.2 Objeto de estudio y alcance del marketing; Capitulo 2; 2.1 ¿Es el marketing una ciencia?; 2.2 El metodo cientifico en marketing; Capitulo 3; 3.1 La dimension filosofica del marketing: la orientacion al mercado; 3.2 Perspectiva de componentes del mercado; 3.3 Perspectiva interna de la empresa; 3.4 Perspectiva relacional; 3.5 El marketing como funcion de la organizacion; 3.6 Elaboracion de las politicas 3.7 Diseno, ejecucion y control del plan de marketing.Bibliografia