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| 1. Record Nr. | UNISALENTO991000394259707536 |
| Autore | Eales, Brian Anthony |
| Titolo | Financial engineering / Brian A. Eales |
| Pubbl/distr/stampa | New York : Macmillan, 2000 |
| ISBN | 0312230486 |
| Descrizione fisica | X, 292 p. : ill. ; 24 cm |
| Disciplina | 658.1522 |
| Soggetti | Finanza |
| Lingua di pubblicazione | Inglese |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |
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| 2. Record Nr. | UNINA9910777071903321 |
| Titolo | Business marketing in the decade ahead [[electronic resource]] : the key challenges we face / / Guest editor Michael K. Rich |
| Pubbl/distr/stampa | Bradford, England, : Emerald Group Publishing, c2002 |
| ISBN | 1-280-47920-5
9786610479207
1-84544-667-4 |
| Descrizione fisica | 1 online resource (136 p.) |
| Collana | Journal of Business & Industrial Marketing. No.2/3 ; ; Vol. 17 |
| Altri autori (Persone) | RichMichael K |
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Marketing |
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| Livello bibliografico | Monografia |
| Note generali | Description based upon print version of record. |
| Nota di contenuto | Contents; Abstracts and keywords; Guest editorial; Customer perceived valu; Measuring network competence: some international evidence; |

Supplier Web-page design and organizational buyer preferences;
Adoption of electronic commerce tools in business procurement;
Simulating buyer center decision processes; Stakeholder analysis for
multi-sector innovations; Marketing's role in the knowledge economy;
Are we losing trust through technology?; Internet currency

Sommario/riassunto

About the Guest Editor After completing 27 years of steady advancement in industrial sales and marketing positions with such firms as Kennecott Copper, Eastman Kodak, Nordson, and Automated Packaging, Michael K. Rich left his position as vice-president and general manager of North-West Telecommunications to initiate a career in academe.
