

1. Record Nr.	UNISALENTO991001398909707536
Autore	Cattaneo Gasparini, Ida
Titolo	Sulla geometria delle varietà differenziabili : atti del convegno tenuto a Roma, 17-21 Settembre, 1984 / ed. Ida Cattaneo Gasparini
Pubbl/distr/stampa	Bologna : Pitagora, 1985
ISBN	883710328X
Descrizione fisica	vii, 167 p. ; 25 cm.
Classificazione	AMS 53-06 AMS 53-XX AMS 58-06
Soggetti	Differential geometry - Congresses
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia

2. Record Nr.	UNINA9910814946303321
Titolo	Share this : the social media handbook for PR professionals / / Chartered Institute of Public Relations (CIPR) ; edited by Stephen Waddington
Pubbl/distr/stampa	Chichester, West Sussex, U.K., : John Wiley & Sons, 2012
ISBN	9786613855091 9781118404874 1118404874 9781119207856 1119207851 9781283542647 1283542641 9781118404850 1118404858
Edizione	[1st ed.]
Descrizione fisica	1 online resource (246 pages)
Altri autori (Persone)	WaddingtonStephen
Disciplina	659.20285/4678
Soggetti	Public relations Social media
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	pt. 1. Changing media, changing PR -- pt. 2. Planning -- pt. 3. Networks -- pt. 4. Online media relations -- pt. 5. Monitoring and measurement -- pt. 6. Skills -- pt. 7. Industry change -- pt. 8. The future.
Sommario/riassunto	Share This is a practical handbook to the biggest changes taking place in the media and its professions by the Chartered Institute of Public Relations (CIPR) Social Media Panel. The book was conceived and written by more than 20 public relations practitioners representing a cross-section of public, private and voluntary sector expertise using many of the social tools and techniques that it addresses. The book is split into 26 chapters over eight topic areas covering the media and public relations industry, planning, social networks, online media

