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| 1. Record Nr. | UNISA990002420920203316 |
| Autore | Asian Computing Science Conference : <9.; : 2004 |
| Titolo | Advances in Computer Science- ASIAN 2004 : Higher- Level Decision Making : 9th Asian Computing Science Conference Dedicated to Jean-Louis Lassez on the Occasion of His 5th Cycle Birthday : Chiang Mai, Thailand, December 8-10, 2004 : proceedings / Micheal J. Maher (Eds.) |
| Pubbl/distr/stampa | Berlin[etc.] : Springer, copyr. 2004 |
| ISBN | 3-540-24087-X |
| Descrizione fisica | XII,510 p. : ill. ; 24 cm |
| Collana | Lecture Notes in Computer Science ; 3321 |
| Disciplina | 006.3 |
| Soggetti | Intelligenza artificiale |
| Collocazione | 001 LNCS 3321 |
| Lingua di pubblicazione | Inglese |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |

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| 2. Record Nr. | UNINA9910449916103321 |
| Autore | Tian Kelly |
| Titolo | Customer fraud and business responses [[electronic resource]] : let the marketer beware / / Kelly Tian and Bill Keep |
| Pubbl/distr/stampa | Westport, Conn., : Quorum Books, 2002 |
| ISBN | 1-4294-7544-7 0-313-07592-1 |
| Descrizione fisica | 1 online resource (269 p.) |
| Altri autori (Persone) | KeepBill |
| Disciplina | 658.4/73 |
| Soggetti | Retail trade - Security measures - United States Business losses - United States - Prevention Inventory shortages - Prevention Electronic books. |
| Lingua di pubblicazione | Inglese |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |
| Note generali | Description based upon print version of record. |
| Nota di bibliografia | Includes bibliographical references (p. [239]-248) and index. |
| Nota di contenuto | CONTENTS; ILLUSTRATIONS; PREFACE; I THE EMERGENCE OF CUSTOMER FRAUD ACTIVITY; 1 LET THE SELLER BEWARE; 2 THE SOCIAL ENVIRONMENT THAT ENCOURAGES CUSTOMER FRAUD; 3 CUSTOMER FRAUD AS A FORM OF RESISTANCE TO MODERN BUSINESSES; II CUSTOMER FRAUD ACTS; 4 PRODUCT ACQUISITION FRAUD; 5 PRODUCT RETURN FRAUD; 6 SERVICE ACQUISITION FRAUD; 7 FRAUD IN THE USE OF SALES PROMOTIONS; 8 FRAUD IN NEGOTIATIONS; 9 FRAUD FACILITATED BY EMPLOYEES; 10 SUMMARY OF MANAGERIAL INSIGHTS SUGGESTED BY CUSTOMER FRAUD ACTS; III HOW CUSTOMER FRAUD ACTS SUCCEED; 11 MARKETERS' PRACTICES THAT ARE VULNERABLE TO CUSTOMER FRAUD 12 CUSTOMERS' FRAUD METHODS THAT PREY ON MARKETERS' VULNERABILITIESIV THE SEQUENCE OF EVENTS LEADING TO CUSTOMER FRAUD AND TO REPEAT FRAUD; 13 CUSTOMERS' FIRST THOUGHTS OF COMMITTING FRAUD; 14 CUSTOMERS' POST- FRAUD FEELINGS, JUSTIFICATIONS, AND DISCUSSIONS WITH OTHERS; 15 MANAGERIAL INSIGHTS SUGGESTED BY THE PROCESS OF COMMITTING CUSTOMER FRAUD; APPENDIX: GETTING CUSTOMERS TO DISCLOSE FRAUD STORIES; REFERENCES; INDEX |

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| 3. Record Nr. | UNISALENTO991001723529707536 |
| Autore | Evans, Jonathan St. B. T. |
| Titolo | How to do research : a psychologist's guide / Jonathan St. B.T. Evans |
| Pubbl/distr/stampa | Hove ; New York : Psychology Press, 2005 |
| ISBN | 1841695424 |
| Descrizione fisica | ix, 126 p. : ill. ; 24 cm |
| Disciplina | 150.72 |
| Soggetti | Ricerca psicologica - Metodi |
| Lingua di pubblicazione | Inglese |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |
| Nota di bibliografia | Bibliografia: p. 117-122 |