

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

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' VULNERABILITIES IV 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

3. Record Nr.	UNISALENT0991001723529707536
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