

1. Record Nr.	UNINA990004664210403321
Autore	De Luna, Giovanni <1943- >
Titolo	L'occhio e l'orecchio dello storico : le fonti audiovisive nella ricerca e nella didattica della storia / Giovanni De Luna
Pubbl/distr/stampa	Scandicci (Firenze) : La Nuova Italia, 1993
ISBN	88-221-1275-X
Descrizione fisica	206 p. ; 21 cm
Collana	Biblioteca di storia ; 45
Locazione	FLFBC
Collocazione	P.1 DID 53
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia
2. Record Nr.	UNINA9910452980803321
Titolo	The passion conversation [[electronic resource]] : understanding, sparking, and sustaining word of mouth marketing / / Robbin Phillips ... [et al.]
Pubbl/distr/stampa	Hoboken, N.J., : John Wiley & Sons, Inc., 2013
ISBN	1-118-76794-2
Edizione	[1st edition]
Descrizione fisica	1 online resource (226 p.)
Altri autori (Persone)	PhillipsRobbin
Disciplina	658.8/72
Soggetti	Word-of-mouth advertising Business referrals Marketing Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di bibliografia	Includes bibliographical references and index.

Nota di contenuto

The Passion Conversation: Understanding, Sparking, and Sustaining Word of Mouth Marketing; Copyright; Content; Preface: A Note from the Authors; Introduction: The Passion Conversation is a Love Story; Chapter 1: Understanding Word of Mouth Marketing; Every Marketing Problem is a People Problem; Ditch Your Title; Forget Marketing Problems; Every Marketing Solution Must Focus on People; If You Don't Love People, Get Out of Marketing-Period; Let's Revisit the Future of Word of Mouth Marketing; It's About the Passion Conversation; Marketers Do Not Decide What Gets Talked About-People Do Conversation Leads to ConsiderationPeople Believe People They Know and Trust; Sometimes You Want to Be Invisible and Indescribable; Provide More; Promote Less; Meet Ursa Major; Kitchen Table Passion; Chapter 2: Sparking Word of Mouth Marketing; Let's Un-Geek a Little Smart Research Together; The Word of Mouth Opportunity; What Motivations Spark Conversations?; There are Three Motivations That Spark Conversations About Brands and Organizations; Share Information | Factual & Functional; Here's How Passion Fits In; Signal Uniqueness | Distinctive & Interesting; Here's How Passion Fits In Show Emotions | Love & Hate and Shock & Awe"Like" is Not a Brains on Fire Word; Here's How Passion Fits In; Keep Emotion Top of Mind; Create Meaningful Conversation Tools; Stories are Easier to Remember and Share; Another Way to Create Emotion and Spark Word of Mouth? Disrupt Someone's Schema; Passion Tips Conversation to Advocacy; Now, Here's Where All This Academic Learning Gets Really Interesting; Offline Motivation; Online Motivation; This Leads Us to Ask the Question: Can the Conversation Channel Itself-Whether Online or Offline-Shape What People Talk About?

Another Important Point About Online Conversations: They are Intermittent and SporadicOffline Conversations, However, are Flowing and Continuous; When Does Conversation Become Advocacy?; People Talk About Things They are Passionate About; How to Make the Most of the Love Stories You are About to Hear; Be Open to Finding Your Cause; Chapter 3: Heroes: A Love Story; Addiction is an Equal-Opportunity Employer; Today's World is a Connected World; The Heroes in Recovery Community Begins Internally; The Journey Box; Lead the Way; Anonymity is Not Secrecy; There's Power in Just Being There Connections are a Powerful ForceHow Do You Measure Success?; Uncovering the Passions Within Your Team; Ask the Following Questions to Help Spark a Meaningful Discussion; Dear _____, You are My Hero; Ask the Following Questions to Help Spark a Meaningful Discussion; What's Our Cause?; Ask the Following Questions to Help Spark a Meaningful Discussion; Chapter 4: The Fitness Rebellion: A Love Story; It Was Time to Change the Fitness Conversation; It's About People, Stupid; Togetherness is The Key; Meet Anya's Little Whiteboard; Working With People is Messy; Mirror, Mirror on the Wall Ask the Following Questions to Help Spark a Meaningful Discussion

Sommario/riassunto

No passion, no conversation. No conversation, no word of mouth. No word of mouth, no successful business. If you think you are in the marketing business, think again. You're in the people business, and The Passion Conversation teaches you how to get people to fall passionately and madly in love with your organization or cause. The author's mash-up of the latest in wonky academic research with practical, real-world stories shows how any business can spark and sustain word of mouth marketing. Readers learn how loving your customers results in not just building a thi

3.	Record Nr.	UNISALENT0991002621859707536
	Autore	Blondin, Antoine
	Titolo	Les Enfants du bon Dieu : roman / Antoine Blondin
	Pubbl/distr/stampa	[Paris] : La table ronde, 1961
	Descrizione fisica	244 p.
	Collana	Le livre de poche ; 230
	Disciplina	843.914
	Lingua di pubblicazione	Francese
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
4.	Record Nr.	UNINA9910495813703321
	Autore	Dumont Guillaume
	Titolo	Grimpeur professionnel : Le travail créateur sur le marché du sponsoring / Guillaume Dumont
	Pubbl/distr/stampa	Paris, : Éditions de l'École des hautes études en sciences sociales, 2018
	ISBN	2-7132-3172-8
	Descrizione fisica	1 online resource (256 p.)
	Altri autori (Persone)	MengerPierre-Michel
	Soggetti	Sociology activité création sport création de valeur travail entrepreneurial travail multitâche
	Lingua di pubblicazione	Francese
	Formato	Materiale a stampa
	Livello bibliografico	Monografia

Sommario/riassunto

Les grimpeurs professionnels sont présentés comme des individus talentueux qui voyagent dans le monde entier pour escalader les voies et les blocs les plus difficiles. Guillaume Dumont montre comment ils essayent de vivre de leur travail en devenant des « ambassadeurs de marque » pour des entreprises. L'auteur les suit sur les sites d'escalade jusqu'au sommet des blocs, dans leurs rencontres avec les sponsors mais aussi dans leur vie de tous les jours. Son enquête décrit un professionnalisme aux contours flous, qui impose en réalité une multitude de tâches, pas toujours rémunérées, relevant de la marchandisation de soi. Ce faisant, il révèle les similitudes avec le travail créateur, tel qu'il est étudié dans d'autres secteurs. Il contribue ainsi aux savoirs sur les transformations du monde du travail indépendant qui touchent aujourd'hui de nombreux professionnels.
