

1. Record Nr.	UNINA9910155390103321
Titolo	Progress reports on impedance spectroscopy : measurements, modeling, and application / / edited by Olfa Kanoun
Pubbl/distr/stampa	Berlin, [Germany] ; ; Boston, [Massachusetts] : , : De Gruyter Oldenbourg, , 2017 ©2017
ISBN	3-11-044767-3 3-11-044982-X
Descrizione fisica	1 online resource (166 pages) : illustrations, tables
Disciplina	543.6
Soggetti	Impedance spectroscopy Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references at the end of each chapters.
Nota di contenuto	Frontmatter -- Preface -- Contents -- State-of-Charge and State-of-Health Estimation of Commercial LiFePO <sub>4</sub> Batteries by means of Impedance Spectroscopy -- Ageing Investigation of Lithium Ion LiFePO <sub>4</sub> Batteries with a Combination of EIS and Structural Analysis -- Streamlining Calculation of the Distribution of Relaxation Times from Time Domain Data -- Influence of the Anode Graphite Particle Size on the SEI Film Formation in Lithium-Ion Cells -- Frequency-Dependent Phase Correction for Impedance Measurements -- On-line State Estimation of Automotive Batteries using In-situ Impedance Spectroscopy -- Capacitive Measurements for Characterizing Thin Layers of Aqueous Solutions -- Low-Frequency Dielectric Spectroscopy Approach to Water Content in Winter Premium Diesel Fuel Assessment -- A Novel Method for Capacitive Determination of the Overall Resistance of an Aqueous Solution -- Nanoscale Electrochemical Characterization of Materials by means of Electrostatic Force and Current Measurements -- AC Impedance Investigation of Multi-walled Carbon Nanotubes/PEDOT:PSS Nanocomposites Fabricated with Different Sonication Times -- From Counting Single Biological Cells to Recovering Photons: The Versatility of Contactless Impedance Sensing -- Electric Impedance Measurement of Tissue Phantom Materials for

Sommario/riassunto

Impedance Spectroscopy is a powerful measurement method used in many application fields such as electrochemistry, material science, biology and medicine, semiconductor industry and sensors. This book covers new advances in the field of impedance spectroscopy including fundamentals, methods and applications by contributions from international scientists.

This book reports about new advances and different approaches in dealing with impedance spectroscopy including theory, methods and applications. Impedance spectroscopy is a widely used and interesting measurement method applied in many fields of science and technology such as electro chemistry, material science, biology and medicine. In spite of the apparently different scientific and application background in these fields, they share the same measurement method in a system identification approach and profit from the possibility to use complex impedance over a wide frequency range and giving interesting opportunities for separating effects, for accurate measurements and for simultaneous measurements of different and even non-accessible quantities. For Electrochemical Impedance Spectroscopy (EIS) competency from several fields of science and technology is indispensable. Understanding electro chemical and physical phenomena is necessary for developing suitable models. Suitable measurement procedures should be developed taking specific requirements of the considered application into account. Signal processing methods are very important for extracting target information by suitable mathematical methods and algorithms. New trends are emerging rapidly involving special techniques for realizing fully automatic embedded solutions at low costs and requiring a deep overview of modern information technology.

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2. Record Nr.	UNINA9910461822603321
Titolo	Complete B2B online marketing [[electronic resource] /] / Maura Ginty, Lauren Vaccarello, William Leake
Pubbl/distr/stampa	Hoboken, N.J., : John Wiley & Sons, 2012
ISBN	1-280-87981-5 9786613721129 1-118-22587-2
Edizione	[1st ed.]
Descrizione fisica	1 online resource (290 p.)
Collana	Sybex serious skills
Altri autori (Persone)	GintyMaura VaccarelloLauren LeakeWilliam
Disciplina	658.872
Soggetti	Industrial marketing Internet marketing Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Complete B2B Online Marketing; Acknowledgments; About the Authors; Contents; Introduction; Chapter 1: Understanding B2B Online Marketing; Why Online?; B2B Is Different; Developing Your Strategy; How Online Reflects the Funnel: Objectives and Measurement; Chapter 2: Building a B2B Brand Online; Understanding Online and Using Digital Strategies to Build a Brand; Tactical Guide to B2B Branding Online; Go Identify Your Audience; Determining Your Content Strategy; Chapter 3: Search Engine Optimization: Outranking Your Competitors; What Is SEO?; The Wagging Tail of Keywords Squeezing the Juice Out of Links Designing for Optimal Results; Chapter 4: Using Paid Online Media in the B2B Marketplace; Search Engine Marketing; B2B Strategies for Paid Search; Display Advertising for B2B; Social Media Advertising; Chapter 5: Search and Social Media for Online PR; Overview of Traditional B2B PR; How Online PR Is Different; Three B2B Online PR Case Studies; Chapter 6: Social Media; Social Media Listening; Exploiting Your Resources; Social Engagement; Chapter 7: Optimizing with Metrics; Aligning Analytics with the Goals of

Your Site; The Basics of Analyzing Metrics

Key Performance Indicators and Other Meaningful Reports Wash, Rinse, and Repeat to Improve Your Site; Testing for Ongoing Optimization; Should It Stay or Should It Go?; Social Media Metrics; Chapter 8: Conversion Rate Optimization and Usability; Web Usability and CRO: Similarities and Differences; Where to Start: Stages for Usability and CRO; Key B2B Conversions; Getting Started with Usability Practices; Building Blocks for Usability; Chapter 9: Integrating Online with Offline Marketing; Can Events and Online Marketing Ever Join Forces? Using Online Marketing to Track, Measure, and Understand Traditional Marketing Chapter 10: Managing Your Leads: Automation and Nurturing; Basics of Marketing Automation; Lead Nurturing; Basics of B2B Email Marketing; Chapter 11: Integrating Marketing with CRM; Understanding Your CRM; Types of Data Integration; Marketing Automation and CRM; Must-Have CRM Metrics; Chapter 12: The Overall Marketing Mix; Marketing Mix Framework; Digital vs. Traditional Investments; What Mix Is Most Effective?; Sometimes You Can't Predict the Future; Integrating New Forms of Marketing into the Mix; Glossary; Index

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### Sommario/riassunto

Learn to take full advantage of search and social media for B2B marketing Business-to-business marketers have been slow to enter the online marketing arena, but now that the impact of search and social media marketing in the consumer marketplace is clearly documented, B2B marketers are ready for a complete guide to making the most of the medium. Written by experts with first-hand knowledge of the field, this book clearly explains how to leverage today's search engine marketing and social media technologies to get, nurture, and convert leads. Topics include strategy, branding, monitori

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3. Record Nr.	UNISALENTO991002683089707536
Autore	Gellius, Aulus
Titolo	The attic nights / of Aulus Gellius ; with an english translation by John C. Rolfe
Pubbl/distr/stampa	Cambridge : Harvard University press London : W. Heinemann, 1960-1984
Descrizione fisica	3 v. ; 17 cm
Collana	The Loeb classical library ; 195,200,221
Altri autori (Persone)	Rolfe, John Carew
Disciplina	089.71
Lingua di pubblicazione	Inglese Molteplice
Formato	Materiale a stampa
Livello bibliografico	Monografia