

1. Record Nr.	UNISALENTO991003090679707536
Autore	Clark, Shawn
Titolo	The co-marketing solution : strategic marketing through better branding, improved trade relationships, superior promotions, effective fact-based selling, accurate ROI analyses of trade spending / Shawn Clark
Pubbl/distr/stampa	Lincolnwood : NTC Business Books, 2000
ISBN	0658000063
Descrizione fisica	xiii, 207 p. ; 24 cm
Disciplina	658.802
Soggetti	Comarketing Marchi di fabbrica e di commercio - Politica aziendale
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	In testa al front.: American Marketing Association

2. Record Nr.	UNINA9910299646203321
Titolo	Financing for Low-carbon Energy Transition : Unlocking the Potential of Private Capital // edited by Venkatachalam Anbumozhi, Kaliappa Kalirajan, Fukunari Kimura
Pubbl/distr/stampa	Singapore : , : Springer Singapore : , : Imprint : Springer, , 2018
ISBN	981-10-8582-X
Edizione	[1st ed. 2018.]
Descrizione fisica	1 online resource (438 pages)
Disciplina	333.79095
Soggetti	Natural resources Climatic changes Globalization Markets Development economics Sustainable development Asia—Economic conditions Natural Resource and Energy Economics Climate Change Management and Policy Emerging Markets/Globalization Development Economics Sustainable Development Asian Economics
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Part I: Estimation on Private Finance -- Part II: Mapping the Multiple Risks -- Part III: Mapping the Solutions.
Sommario/riassunto	This book is the first comprehensive assessment of the state of low-carbon investments in Asia, analyzing the rationales, mandates and public–private financing activities. Based on the experiences of several regional initiatives wherein public financing is catalyzing private investments in low-carbon infrastructure, this book proposes a framework that can be used as a tool to identify factors that influence private investment decisions and policy instruments that can scale up

the private capital. Placing the Asian economies onto a low-carbon development pathway requires an unprecedented shift in investments. This book addresses this situation by asking questions such as • What is the central role of private finance in achieving the Paris Agreement targets? • What key policy levers and risk mitigation can governments use in an effort to unlock the potentials of private capital? • How can regionally coordinated actions hold significant promise for scaling up private investments?

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