

1. Record Nr.	UNINA9910146399203321
Autore	Joyer Mark
Titolo	Integration marketing [[electronic resource]] : how small businesses become big businesses--and big businesses become empires / / Mark Joyner
Pubbl/distr/stampa	Hoboken, NJ, : Wiley, c2009
ISBN	1-282-11444-1 9786612114441 1-118-25786-3 0-470-48353-9
Descrizione fisica	1 online resource (163 p.)
Disciplina	658.8 658.8/01 658.801
Soggetti	Strategic planning Marketing Small business Big business 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 and index.
Nota di contenuto	Integration Marketing: How Small Businesses Become Big Businesses and Big Businesses Become Empires; Contents; Introduction; Part I: The Idea; Chapter 1: Digital New School Meets Profitable Old School; Chapter 2: A Real-Life Yoda on Billion Dollar Businesses; Chapter 3: How Integration Marketing Transformed a Self-Confessed Geek into One of History's Most Influential People; Chapter 4: Talking the Business Growth Talk; Part II: The Strategy; Chapter 5: Why Strategic Integration Marketing?; Chapter 6: Taking That First Step Forward; Part III: The Mastery; Chapter 7: More Words that Matter Chapter 8: Minimizing Guesswork, Maximizing GrowthChapter 9: Google, Snoop Dogg, and Some Bling-Bling; Extra Credit; Chapter 10: One More Benefit; Appendix: Integration Spottings; Index

## Sommario/riassunto

PRAISE FOR Integration Marketing ""The most important book of the year.""-Codrut Turcanu, founder of Remarkable Blogging, www.RemarkableBlogging.com ""Mark Joyner's new book rocks! After reading it yesterday evening, I put all other work on hold to create two integration marketing processes-and have been spreading the word about them. Already, within twenty-four hours, I've started seeing results. And the way I've implemented it is rudimentary and basic. There are so many nuances to make it more powerful and effective. To think so much wisdom and insight can be packed into a book is impressive."

## 2. Record Nr.

Autore

UNISALENT0991003656249707536

Titolo

Bottasso, Enzo  
Norme per la catalogazione e politica delle biblioteche / Enzo Bottasso

Pubbl/distr/stampa

Torino : Associazione piemontese dei bibliotecari, 1976

Descrizione fisica

220 p. ; 24 cm

Collana

Manuali e saggi di bibliografia ; 10

Disciplina

025.3

Soggetti

Catalogazione per autori

Lingua di pubblicazione

Italiano

Formato

Materiale a stampa

Livello bibliografico

Monografia

3. Record Nr.	UNINA9910779420603321
Autore	Crespy David Allison
Titolo	Richard Barr [[electronic resource]] : the playwright's producer / / David A. Crespy ; with a foreword by Edward Albee
Pubbl/distr/stampa	Carbondale, : Southern Illinois University Press, c2013
ISBN	1-299-39483-3 0-8093-3141-1
Descrizione fisica	1 online resource (313 p.)
Collana	Theater in the Americas
Disciplina	792.02/32092 B
Soggetti	Theatrical producers and directors - United States
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 and index.
Nota di contenuto	Introduction: "you have to hock your house: the story of a producer" -- Privilege with a price: Washington, Princeton, and early theatre efforts -- Playing with martians: stage and screen with Orson Welles and the Mercury Theatre -- A theatrical warrior: Lieutenant Richard Barr -- Learning the director's craft: stock, Broadway, and City Center -- Broadway beginnings: Ethyl Waters, Ruth Draper, and theatrical collage -- The zoo story: discovering Edward Albee -- Producers at work: on Broadway, off-Broadway, and off-off Broadway -- Experimenting with Edward Malcolm to all over -- Hocking the house: Seascape to Sweeney Todd -- Brightening Broadway's lights: Barr's legacy to the American theatre -- Afterword / Edward Albee.
Sommario/riassunto	In Richard Barr: The Playwright's Producer, author David A. Crespy investigates the career of one of the theatre's most vivid luminaries, from his work on the film and radio productions of Orson Welles to his triumphant-and final-production of Stephen Sondheim's Sweeney Todd: The Demon Barber of Fleet Street. Explored in detail along the way are the producer's relationship with playwright Edward Albee, whose major plays such as A Zoo Story and Who's Afraid of Virginia Woolf Barr was the first to produce, and his innovative productions of controversial works by playwrights like Samuel Becket