

1.	Record Nr.	UNISALENTO991003862509707536
	Autore	Iannantuoni, Liberato
	Titolo	Campi spinati : dal fronte della Garfagnana ai reticolati in terra di Pisa (mémorie di un bersagliere della Repubblica sociale italiana) / Liberato Iannantuoni
	Pubbl/distr/stampa	Drukkerij : [s.n., 19..]
	Descrizione fisica	151 p. ; 22 cm
	Disciplina	940.531
	Soggetti	Campi di concentramento - Diari e memorie
	Lingua di pubblicazione	Italiano
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
2.	Record Nr.	UNINA9910824967603321
	Autore	Fisher-Buttinger Claudia
	Titolo	Connective branding : building brand equity in a demanding world / / Claudia Fisher-Buttinger and Christine Vallaster
	Pubbl/distr/stampa	Hoboken, NJ, : Wiley, c2008
	ISBN	9786612684067 9781119208396 1119208394 9781282684065 128268406X 9780470740873 0470740876
	Edizione	[1st edition]
	Descrizione fisica	1 online resource (382 p.)
	Classificazione	85.40
	Altri autori (Persone)	VallasterChristine <1971->
	Disciplina	658.8/27
	Soggetti	Brand name products - Management Brand name products - Valuation - Management Branding (Marketing) Corporate image
	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	CONNECTIVE BRANDING; CONTENTS; PROLOGUE; INTRODUCTION; PART I: SETTING THE STAGE; CHAPTER 1: MARKET FORCES; CHAPTER 2: EMERGING STRATEGIES TO ADDRESS MARKET FORCES; PAR II: A FRAMEWORK FOR COPING; CHAPTER 3: BRAND FRAMEWORK FOR BUILDING CONNECTIVE BRANDS; PART III: CRITICAL SUCCESS FACTORS FOR MAKING IT HAPPEN; CHAPTER 4: PRACTICAL APPLICATIONS - STAKEHOLDER ENGAGEMENT; CHAPTER 5: PRACTICAL APPLICATIONS - THE PROCESS OF ALIGNMENT; EPILOGUE - THE LAW OF THE SEVENTH GENERATION ?; INDEX
Sommario/riassunto	This book bridges the gap between strengthening the 'employee brand' and the building 'external brand image' by synthesizing the two approaches. The result is a blurring of the boundaries and assigning creative powers to both. A customer has a number of interactions with the company, and each of these interactions has an impact on the brand equity account - either positive or negative. Examples of interactions include: the product itself, the purchasing process, the consumption experience, the 'face' of the organization, the call center, media etc. The real issue for the company is how to tran