

1. Record Nr.	UNINA9910463150703321
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Titolo	Marketing technologies : corporate cultures and technological change / / Elena Simakova
Pubbl/distr/stampa	New York, N.Y. : , : Routledge, , 2013
ISBN	0-203-10203-7 1-283-86179-8 1-136-23810-7
Descrizione fisica	1 online resource (209 p.)
Collana	Routledge studies in innovation, organization, and technology ; ; v. 25
Disciplina	381
Soggetti	Organizational change Electronic commerce Technological innovations - Economic aspects Management - Technological innovations 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	The "market turn" in science and technology studies -- Marketing technologies : in theory, and in practice -- Inside corporations : an ethnographic approach -- Becoming a neophyte marketer -- Marketing texts as discursive objects, or do texts speak for themselves? -- "Softly, softly" tagging the world -- RFID "theatre of the proof" -- Concluding remarks.
Sommario/riassunto	Global corporations initiate, join and maintain socio-technological change and hence, alter the ways in which we organize our lives. Demanding significant investment of resources and time, the development and implementation of new technologies on different levels must take into consideration these subtle processes. As such, it is particularly important that we have a greater insight into the practices of hi-tech corporations, in view of the often inflated promises of and concerns about the destiny of technological breakthroughs, especially those promising sizeable economic outcomes and soci

2. Record Nr.	UNISALENTO991004228309707536
Titolo	Antologia di testi letterari spagnoli : dalle origini al sec. XV / a cura di Sandro Orlando
Pubbl/distr/stampa	Torino : Dell'Orso, 1990
ISBN	8876940669
Descrizione fisica	349 p. ; 24 cm
Collana	Strumenti di studio per l'universita ; 1
Altri autori (Persone)	Orlando, Sandro
Disciplina	860.8
Soggetti	Letteratura spagnola - Antologie
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia