

1. Record Nr.	UNINA9910461587303321
Autore	Hasen Jeff <1958->
Titolo	Mobilized marketing [[electronic resource]] : how to drive sales, engagement, and loyalty through mobile devices / / Jeff Hasen
Pubbl/distr/stampa	Hoboken, N.J., : Wiley, 2012
ISBN	1-118-28314-7 1-280-59059-9 9786613620422 1-118-28705-3
Edizione	[1st edition]
Descrizione fisica	1 online resource (226 p.)
Classificazione	BUS043000
Disciplina	658.8/72
Soggetti	Telemarketing Mobile commerce Internet marketing Cell phone advertising Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	pt. 1. The early years -- pt. 2. The present -- pt. 3. The future.
Sommario/riassunto	"Integrate your mobile marketing program and take your brand to the next levelMobile marketing is finally entering the forefront of the marketing realm as megabrands roll out million-dollar budgets and small businesses have turned to the channel for its affordability, measurability, and repeatable successes in producing sales and driving engagement and loyalty. Through insights from bold industry visionaries and fellow mobile pioneers, Mobilized Marketing takes readers through campaigns worth repeating and others that are not. Learn the many roads that marketers can take and the proven strategies and tactics that move products and build loyalty through the consumer's most personal device. With examples from the more than 130,000 campaigns developed by mobile marketing leader Hipcricket, Mobilized Marketing breaks down how brands of all sizes have performed in their mobile efforts--why some have failed and how

others bravely turned to mobile. Demonstrates how to integrate mobile into marketing programs and how to effectively measure it Explains how to make your existing marketing spends work harder Delivers step-by-step instructions on how to optimize campaigns in real-time Shows how to determine which mobile tactics are keepers and which are not It's time to mobilize your marketing programs and drive your profits to new heights"--

2. Record Nr.	UNICAMPANIAVAN0133578
Autore	Rosin, David P.
Titolo	Dynamics of Complex Autonomous Boolean Networks : Doctoral Thesis accepted by Technische Universität Berlin, Germany / David P. Rosin
Pubbl/distr/stampa	Cham, : Springer, 2015
Titolo uniforme	Dynamics of Complex Autonomous Boolean Networks
Descrizione fisica	xx, 199 p. : ill. ; 24 cm
Soggetti	94-XX - Information and communication theory, circuits [MSC 2020] 92B20 - Neural networks for/in biological studies, artificial life and related topics [MSC 2020] 94D10 - Boolean functions [MSC 2020] 94C11 - Switching theory, applications of Boolean algebras to circuits and networks [MSC 2020]
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia

3. Record Nr.	UNISALENT0991004393925007536
Autore	Soustelle, Jacques
Titolo	Gli Aztechi / Jacques Soustelle
Pubbl/distr/stampa	Roma : Newton Compton, 1994
Titolo uniforme	Les Aztèques 4410813
ISBN	8879834002
Descrizione fisica	96 p. : ill.; 20 cm
Collana	Il sapere : enciclopedia tascabile ; 11
Disciplina	972
Soggetti	Aztechi
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Tit. orig.: Les Aztèques

4. Record Nr.	UNISA996682777303316
Autore	DALIA, Cristina
Titolo	La definizione del difficile rapporto intercorrente tra il regime di comunione legale dei beni e il principio dell'accessione / Cristina Dalia
Pubbl/distr/stampa	Torino, : Unione tipografico-editrice torinese, 1997
Descrizione fisica	9 p. ; 23 cm
Disciplina	346.45042
Soggetti	Comunione dei beni - Accessione
Collocazione	XVI.7.Misc. 28
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Estratto da: Giurisprudenza italiana, dispensa 3, parte 1, sezione 1 (1997)