

1. Record Nr.	UNISA996466186403316
Titolo	Web Engineering [[electronic resource]] : 19th International Conference, ICWE 2019, Daejeon, South Korea, June 11–14, 2019, Proceedings // edited by Maxim Bakaev, Flavius Frasincar, In-Young Ko
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Springer, , 2019
ISBN	3-030-19274-1
Edizione	[1st ed. 2019.]
Descrizione fisica	1 online resource (XXVII, 592 p. 224 illus., 122 illus. in color.)
Collana	Information Systems and Applications, incl. Internet/Web, and HCI ; ; 11496
Disciplina	006.3
Soggetti	Application software Artificial intelligence Database management Information storage and retrieval Computer organization Software engineering Information Systems Applications (incl. Internet) Artificial Intelligence Database Management Information Storage and Retrieval Computer Systems Organization and Communication Networks Software Engineering
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Sommario/riassunto	This book constitutes the refereed proceedings of the 19th International Conference on Web Engineering, ICWE 2019, held in Daejeon, South Korea, in June 2019. The 26 full research papers and 9 short papers presented were carefully reviewed and selected from 106 submissions. Additionally, two demonstrations, four posters, and four contributions to the PhD symposium as well as five tutorials are included in this volume. The papers cover research areas such as Web

mining and knowledge extraction, Web big data and Web data analytics, social Web applications and crowdsourcing, Web user interfaces, Web security and privacy, Web programming, Web services and computing, Semantic Web and linked open data applications, and Web application modeling and engineering. .

2. Record Nr.	UNISANNIOCFI0337068
Autore	Aaker, David A.
Titolo	Brand equity : la gestione del valore della marca / David A. Aaker
Pubbl/distr/stampa	Milano, : F. Angeli, \1997!
Titolo uniforme	Managing brand equity
ISBN	8846403339
Descrizione fisica	351 p. : ill. ; 22 cm
Collana	Impresa, comunicazione, mercato ; 26
Disciplina	658.8 658.827
Soggetti	Marchi di fabbrica e di commercio
Collocazione	AZ (C) 19 178
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Trad. di Marco Visentini, Roberto Merlini.