

1. Record Nr.	UNISA996390207203316
Autore	French Nicholas <1604-1678.>
Titolo	[The bleeding Iphigenia or An excellent preface of a work unfinished, published by the authors frind, [sic] with the reasons of publishing it.] [[electronic resource]]
Pubbl/distr/stampa	[London, : s.n., 1675]
Descrizione fisica	[106] p
Soggetti	Catholics - England Catholics - Ireland Ireland Church history 17th century Early works to 1800
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Leaf [cross]6 verso signed: N.N. = Nicholas French. Cf. DNB entry on French. Title from leaf [cross]1; this work consists entirely of prefaces, without title page, in all copies known. Imprint from Wing. Signatures: [cross]â¶ [chi]Â¹ *Â² 3*-7* 8*â'. Iphigenia = Ireland. Reproduction of the original in the British Library.
Sommario/riassunto	eebo-0018

2. Record Nr.	UNINA9910808163603321
Autore	Prince Melvin
Titolo	Market sensing today / / Melvin Prince and Constantinos-Vasilios Priporas
Pubbl/distr/stampa	New York, New York (222 East 46th Street, New York, NY 10017) : , : Business Expert Press, , 2015
ISBN	1-60649-977-7
Edizione	[First edition.]
Descrizione fisica	1 online resource (xxvii, 172 pages)
Collana	Marketing strategy collection, , 2150-9662
Disciplina	658.83
Soggetti	Marketing research
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	1. Continuities in market sensing theory / Melvin Prince and Constantinos-Vasilios Priporas -- 2. Rethinking competitive analysis from a market sensing perspective / Dilip S. Mutum, Bang Nguyen, and T.C. Melewar -- 3. Market sensing and competitive intelligence / Son K. Lam -- 4. Market sensing and sense making using unstructured big data / Jerry Wind and Vincent Schiavone -- 5. A strategic tool for market sensing: ZMET / James Forr, Alan Creedy, and Joseph Plummer -- 6. Market sensing in practice with Google / Subroto Roy -- 7. Market sensing, mind genomics, and health promotion / Gillie Gabay, Michael L. Kochman, and Howard Moskowitz -- 8. Old good ideas can re-emerge with the new technology and imagination: lessons from the history of market sensing / Vincent Barabba -- Index.
Sommario/riassunto	The concept and framework of market sensing was introduced by George Day more than 20 years ago into the strategic marketing literature and especially the philosophy of the market-driven organization. Market sensing can be considered an expression of a company's capabilities to scan the external environment. It does this by using real time data and intelligence to understand business or uncertain changes, to meet the current and future needs of the market, increase customer value, and outperform competitors. Market sensing enables managers to resist complacency, as well as to exploit opportunities and to design appropriate competitive strategies in order to remain successful in today's uncertain, rapidly changing, and

hypercompetitive market. The present volume, *Market Sensing Today*, is essential reading in the marketing discipline, given the rapidly escalating innovative developments in market sensing techniques. This book of essays by acknowledged experts in the field fills an important knowledge gap and provides a realistic basis for strategy. It is replete with real-life examples of market sensing that illustrate actionable ideas for immediate impact that will improve organizational learning and accelerate growth. This book of contemporary tested and comprehensive concepts and methods grounded in diverse and rich experience is intended to stimulate creativity and insightful approaches for educators offering courses in strategy as well as for practitioners involved in crucial strategic decision making.

3. Record Nr.	UNISANNIOUFI0230645
Autore	International economic history congress : <11. : ; 1994
Titolo	Spazio urbano e organizzazione economica nell'Europa medievale : atti della session C23, eleventh International economic history congress : Milano, 12-16 settembre 1994 / a cura di A. Grohmann
Pubbl/distr/stampa	Napoli, : Edizioni scientifiche italiane, c1994
Titolo uniforme	Spazio urbano e organizzazione economica nell'Europa medievale
ISBN	8871049837
Descrizione fisica	469 p. ; 24 cm
Collana	Annali della Facoltà di scienze politiche ; 29
Disciplina	320.05 338.094
Soggetti	Citta - Europa - Vita economica e sociale - Medioevo - Congressi - 1994 Urbanistica - Europa - Medioevo - Aspetti economici - Congressi - 1994
Collocazione	POZZO LIB.F. ASSANTE 218
Lingua di pubblicazione	Italiano Molteplice
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	In testa al front.: Università degli studi di Perugia.