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DREAMWEAVER Mx 2004. IL MANUALE CHE NON C'È
2004 DAVID S. McFARLAND

W'W'W.COLOUR. USO EFFICACE DEL COLORE PER LA PROGETTAZIONE DI PAGINE WEB
2001 ROGER PRING

L' GALITÈ DES GENRES ET L'AUTONOMISATION DES FEMMES ET DES FILLES ORIENTATIONS DU CAD POUR LES PARTENAIRES AU VÉLOPPEMENT
2022-05-31 OECD L GALITÈ DES GENRES ET L'AUTONOMISATION DES FEMMES ET DES FILLES SONT DES PRÉ REQUIS LA RÈ ALISATION DU PROGRAMME DE VÉLOPPEMENT DURABLE L
2030. CES ORIENTATIONS SONT UN GUIDE PRATIQUE POUR LES ACTEURS DE LA COOPÈ RATION POUR LE VÉLOPPEMENT QUI PORTENT CES AMBITIONS GLOBALES.

SCRIVERE PER IL WEB 2.0

2015-07-15 Alessandro Scuratti Alessandro Scuratti (con Alessandro Cuomo)Scrivere per il web 2.0. Come fare content marketing che funziona NUOVA EDIZIONE 2015 Così come esistono delle regole per la scrittura tradizionale su carta, ne esistono anche per il web writing, cioè per la scrittura sul web. In effetti, ogni volta che scriviamo online, stiamo comunicando su un mezzo che ha caratteristiche particolari, differenti da quelle di tutti gli altri media. Lo si capisce già dal fatto che i testi per Internet si chiamino “contenuti”, e che non siano semplicemente composti da parole, ma anche da link, da immagini e da video. La scrittura per il web è in sostanza un mondo a sé rispetto alla scrittura tradizionale. Questo ebook fa luce su quelle che sono le norme per scrivere online in maniera efficace. Dedicato idealmente a tutti gli studenti universitari che desiderino avvicinarsi alle professioni legate alla comunicazione sul web, il presente lavoro è in realtà utile anche ai marketer che vogliono comprendere come sfruttare più efficacemente la presenza online delle loro aziende, migliorando il modo in cui comunicano attraverso il sito e il blog aziendali. Scritto in modo diretto e con uno stile pragmatico, l’ebook mira a trasferire ai lettori tutte le norme che regolano il web writing, con l’intento di renderle da subito riutilizzabili. Nonostante il campo di applicazione del web writing sia pressoché sterminato, il testo si è posto l’obiettivo di analizzarlo ampiamente. Il risultato di questo sforzo è che gli autori trattano vari tipi di scrittura per il web, da quella per i social network a quella dei siti di e-commerce, da quella per i blog a quella per le campagne di e-mail marketing. Un capitolo dell’ebook è inoltre dedicato alla SEO, cioè alla Search Engine Optimization e alle influenze che tale disciplina esercita sulla creazione di contenuti online. La progettazione dei cosiddetti “contenuti di qualità” non può infatti prescindere dalla conoscenza di alcuni dettagli squisitamente tecnici, che vengono qui presentati in modo semplice e chiaro.

La nuova Guerra Fredda

2015-03-23T00:00:00+01:00 Edward Lucas Negli anni Novanta, la Russia era un paese democratico in cui si svolgevano libere elezioni e dove le opinioni politiche potevano essere apertamente espresse. Era però anche un paese teatro di violenti conflitti e di estrema povertà. Sfruttando il malcontento per l’instabilità economica e politica, Vladimir Putin, un ex funzionario del KGB, è riuscito a impossessarsi delle leve dello stato russo. Nel 2008, dopo otto anni da presidente, Putin è tornato a fare il primo ministro: il controllo della polizia segreta, dei media, degli oligarchi, del partito Russia Unita e delle organizzazioni giovanili che lo fiancheggiano, ne fanno l’uomo più potente in Russia dai tempi di Stalin. Lucas descrive come la cerchia di Putin stia assumendo il controllo dell’apparato industriale, taglieggiando le aziende private e riducendo al silenzio chiunque critichi la sua gestione. Più la Russia sembra diventare illiberale, più aumenta la presa sul mercato europeo del gas destabilizzando l’UE, mentre Georgia, Ucraina e altre nazioni vengono intimidite con lo scopo di essere fatte rientrare nella vecchia sfera d’influenza sovietica. Con una nuova introduzione aggiornata al 2014.

Vers une coopération pour le développement plus efficace Rapport d'étape 2014

2014-05-06 OECD Cet ouvrage offre un premier instantané de l'état des lieux depuis Busan. Il s'appuie sur les dix indicateurs du cadre de suivi du Partenariat mondial.

VERS UNE COOPÈ RATION POUR LE VÉLOPPEMENT PLUS EFFICACE RAPPORT D'È TAPE 2016

2017-08-02 OECD Ce rapport s'appuie sur les résultats de l'exercice de suivi mondial 2016 effectué sous l'égide du Partenariat mondial pour une coopération efficace au service du développement. Il donne un aperçu des progrès réalisés dans la mise en œuvre des principes convenus au niveau international pour améliorer l'efficacité de la coopération au ...

Testo_ scrittura_ editoria multimediale

2003 Alessandra Anichini

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2016-06-08T00:00:00+02:00 Luca Orlandini Conquista il tuo mercato con un’Offerta Invincibile! Sei un imprenditore? Allora perché vuoi continuare a spendere soldi in attività che non funzionano? (e che sapevi fin dall’inizio non avrebbero mai funzionato). Landing page efficace è il primo libro che ti insegna ad agire solo sulle leve giuste per ottenere vendite e richieste di contatto, trasformando il web in un’inesauribile fonte di clienti e in un passaparola positivo. Crea la migliore risposta al problema dei tuoi utenti con: Consigli pratici ed esempi per creare una pagina web che vende; il funnel di vendita efficace, che ti indica le vere priorità per il business; tecniche di scrittura persuasiva che sfruttano la psicologia cognitiva; trucchi dei pubblicitari per attirare l’attenzione e creare empatia; un sistema unico per ottenere la fiducia di chi legge l’offerta.

BLOG DI SUCCESSO FOR DUMMIES

2016-06-23T00:00:00+02:00 Luca Conti Pensi che il blog sia uno strumento obsoleto o superato? Ti sbagli! Questo libro ti dimostrerà il contrario e ti farà conoscere le opportunità offerte dai blog per coltivare una passione o sviluppare un business. Partendo dalle basi e dai concetti più semplici, imparerai a padroneggiare questo strumento e a usarlo con successo per raggiungere i tuoi obiettivi.

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