

---

# Economia E Management Dei Servizi Sanitari Strate

---

Water and Liberalisation

Economia e management dei servizi sanitari. Strategie e strumenti per una sanità migliore

Proceedings of the 11th Toulon-Verona International Conference on Quality in Services

Le malattie dei poveri

Management delle destinazioni turistiche: sfide per territori e imprese. Il caso di Senigallia e delle Valli Misa e Nevola

Governance e trasparenza nelle aziende di servizi di pubblica utilità

Comunicare le destinazioni balneari. Il ruolo delle Bandiere Blu in Italia

La pubblica amministrazione tra management, e-government e federalismo

Relazione Nucleo di Valutazione d'Ateneo "Didattica e ricerca. Attività 2009-2010"

Facility management for global care. Economia e gestione dell'accudimento

The Experience Logic as a New Perspective for Marketing Management

Economia e management dell'innovazione. Governo e intermediazione della conoscenza come leva di competitività

I servizi idrici italiani. Quale relazione tra performance e modelli di governance

Marketing dei servizi. Risorse umane, tecnologie, strategie

Services, Experiences and Innovation

Economia e management delle imprese calzaturiere. Prospettive e strumenti per la competitività dell'industria marchigiana

Le imprese che imparano. Teorie, metodi e casi aziendali di knowledge management

Global Cash Management in Europe

Governance and Performance of Water Utility Firms

The Spread of Yield Management Practices

Economia, management e disciplina del commercio in Italia e nelle Marche

Il marketing per le banche e le assicurazioni

Servizi più snelli e affidabili. Ridurre i costi e i tempi per migliorare la competitività e la soddisfazione dei clienti

La realtà multiforme delle piccole e medie imprese. Il caso della provincia di Genova

Structured Finance

L'impresa alberghiera. Produzione, strategie e politiche di marketing

Governance and Public Management  
Modelli di governance e processi di cambiamento nelle public utilities  
Annuario delle regioni  
Nuovi modelli di business e creazione di valore: la Scienza dei Servizi  
Management dell'editoria  
L'economia delle imprese alberghiere e segmento del lusso  
Recent Advances in Maintenance and Infrastructure Management  
La governance nelle organizzazioni sanitarie  
Economia e management dell'università. La governance interna tra efficienza e legittimazione  
Intellectual Capital Strategy Management for Knowledge-Based Organizations  
Servizi sanitari. Economia e Management  
Environmental Resource Valuation  
Quale università? Anno accademico 2013-2014. Guida completa agli studi post-diploma  
Management and Valuation of Heritage Assets

*Economia E Management Dei Servizi  
Sanitari Strate*

Downloaded from [content.consello.com](http://content.consello.com)  
by guest

---

## LOVE FITZGERALD

---

Water and Liberalisation FrancoAngeli  
248.2

**Economia e management dei servizi sanitari. Strategie e strumenti per una sanità migliore** FrancoAngeli  
365.731

*Proceedings of the 11th Toulon-Verona International Conference on Quality in Services* Società Editrice Esculapio  
374.1

Le malattie dei poveri Routledge  
365.625

### **Management delle destinazioni turistiche: sfide per territori e imprese. Il caso di Senigallia e delle Valli Misa e Nevola** Tangram Ediz. Scientifiche

The key difference between success and failure for most governance systems is adaptation, specifically the ability to resolve the existing social, cultural, economic and environmental challenges that constrain adaptation. Local, regional and national systems differ in how they are designed to organize effective participation and create innovative ideas for missions, goals, strategies and actions. They also differ in how they build the effective coalitions needed to adopt, guide and protect strategies and actions during implementation, and how to build competence and knowledge to sustain implementation. This book presents the strategic foundations for government's role in fostering and

adapting to societal transformation in a volatile world. It shifts the focus of the discipline from an overtly retrospective analysis to a prospective analysis, incorporating the role of foresight techniques and instruments. Above all, it stimulates debate about the practical implications of governance as an emergent future-oriented framework of public management. This challenging book aims to facilitate dialogue and discussion between academics and practitioners, and encourage advanced students to take a new perspective on Public Management during these volatile times.

**Governance e trasparenza nelle aziende di servizi di pubblica utilità** Springer Science & Business Media

Il volume si propone di analizzare il funzionamento delle case editrici attraverso i modelli dell'economia e della gestione delle imprese. Il manuale tratta al suo interno: le strutture organizzative delle imprese editoriali, il loro sistema competitivo, i modelli, le strategie di crescita e di innovazione, le operations (produzione, approvvigionamento, logistica e marketing/vendite) e gli aspetti economico-finanziari di contabilità, sicurezza e bilancio. I modelli proposti sono supportati da esempi pratici e da dimostrazioni applicative professionali. Il libro si rivolge a studenti o professionisti che intendano approfondire gli studi in campo editoriale e a coloro che vogliono acquisire competenze economiche specifiche relative al settore dell'editoria.

**Comunicare le destinazioni balneari. Il ruolo delle Bandiere Blu in Italia** Springer Science & Business Media

Banche e assicurazioni necessitano oggi di competenze di marketing che negli anni passati non facevano parte del tradizionale bagaglio di strumenti manageriali del settore. Tali competenze, tuttavia, non possono essere mutate tout court

dalle aziende industriali e commerciali, ma devono essere adattate alle particolari specificità del contesto competitivo e dei modelli di business del mondo finanziario. Il libro - frutto del lavoro congiunto di esperti di marketing e di sistemi finanziari - fotografa lo stato dell'arte delle competenze di marketing nelle banche e nelle assicurazioni, individua le aree di miglioramento e indaga le priorità percepite dal management. Attraverso la presentazione delle migliori prassi e col sostegno di un'ampia indagine e molte interviste, affronta i seguenti aspetti: le competenze messe in campo, oggi e in prospettiva, il budget da assegnare e le soluzioni organizzative, le modalità più efficaci con cui condurre le ricerche di mercato, il ruolo del web marketing nel settore, le metriche più affidabili per misurare i ritorni.

*La pubblica amministrazione tra management, egovernment e federalismo* IWA Publishing

With the proper management, knowledge-based resources (human capital, relational capital, structural capital) aim to contribute to the creation of a competitive advantage not only for companies and institutions, but also for nations and economic regions. Intellectual Capital Strategy Management for Knowledge-Based Organizations brings together new perspectives on the knowledge-based view of strategy management as it considers the role of companies, organizations, and nations in the storage and measurement of their knowledge. This book is useful for industry leaders, practitioners, academics and scholars interested in emerging aspects of knowledge management and industry services.

**Relazione Nucleo di Valutazione d'Ateneo "Didattica e ricerca. Attività 2009-2010"** FrancoAngeli

This book provides stimulating insights into the ways in which the adoption of experience logic can revitalize marketing perspectives and stimulate novel approaches to the creation and delivery of value. The first part of the book, which has a theoretical focus, reviews the international literature and offers conceptual observations on the experiential perspective. Suggestions are made on how experience logic can act as a new driver for the management of marketing processes in firms within the context of the experience economy. In the second part of the book, attention turns to the applications of experience logic in different sectors, including tourism, commerce, culture, and trade shows. Company-specific examples of benefits of the experiential approach are also explored in case studies on gift box providers, marketing of traditional local products, and the cosmetics industry. The book will be of particular interest for marketing specialists, but will additionally be of value for managers in private companies and public bodies who wish to enhance their marketing methods.

*Facility management for global care. Economia e gestione dell'accudimento* Springer Science & Business Media  
365.794

*The Experience Logic as a New Perspective for Marketing Management* Firenze University Press  
365.742

*Economia e management dell'innovazione. Governo e intermediazione della conoscenza come leva di competitività*  
FrancoAngeli

Yield management has always been considered a technique for large companies, whether these be airlines, railroad, car rental or

hotel companies. Its application to the small and medium sized businesses that characterise the tourism industry in many countries, Italy in the first place, has never been totally excluded, but its implementation and subsequent actuation has always been considered too expensive for this type of business. In recent years all this has been changing. Technology and research have opened up new possibilities for its application at costs, and following methods, that are acceptable even to those who cannot access sophisticated statistics or mathematics instruments. The evolution and the rapid changes in the reference scenarios both of the demand and the offer, have done the rest. It has become clear that to compete in a market as vast as the tourism one, one must apply the principles and techniques of marketing to produce and deliver a service that can satisfy the needs of the client better than the competition. In the same way, however, a deeper knowledge of the processes of the clientele's choice, acquisition and consumption permits the formulation of increasingly accurate forecasts of their behaviour and an understanding of the significance and importance that each client segment attaches to the purchase and consumption of a particular service. In this way the application of the yield management technique has assumed a new and more important position as well as a greater and constant spread.

**I servizi idrici italiani. Quale relazione tra performance e modelli di governance** Mimesis  
365.875

**Marketing dei servizi. Risorse umane, tecnologie, strategie** Firenze University Press  
1341.1.16

### Services, Experiences and Innovation Giuffrè Editore

In most network industries, new dynamics are leading to an unprecedented opening up to competition and private sector participation. With the development of a single European market, the in-stages liberalisation process of public utilities has spread to almost all sectors. However, the water supply and sanitation (WSS) sector is considered somehow different and it has been excluded until recently from the restructuring processes achieved in other sectors. *Water and Liberalisation: European Water Scenarios* presents a better understanding of the specific demands of the WSS sector. Covering the operators' strategies, the regulatory dynamics as well as their interactions on the evolution of the sector, it addresses the likelihood, the nature, and the forms the WSS sector may take in Europe in the foreseeable future. Adopting a neutral political stance, the book analyses the implications of alternative scenarios in economic, ecological, social, legal, and institutional terms. Key sections include: In depth introduction to the current situation in the WSS sector; The European water supply and sanitation markets; The institutional framework of the water supply and sanitation sector in the EU: a comparative analysis; Analysis of the EU explicit and implicit policies and approaches in the sector; Analysis of the strategies of the water operators in Europe scenarios on the evolution of the water sector in Europe; Economic, environmental, & social implications of the scenarios; Major implications per scenario.

**Economia e management delle imprese calzaturiere. Prospettive e strumenti per la competitività dell'industria marchigiana** FrancoAngeli

*Recent Advances in Maintenance and Infrastructure Management* is a collection of papers highlighting the state of the art in maintenance of large structures and management of infrastructures. The papers selected in this book are written by international experts from academia and industry, and were presented during the past three International Conference on Maintenance Management (MM Conferences) held from 2005 to 2007 and organized by CNIM (Italian National Committee for Maintenance). The selected papers are categorized into four thematic areas: 1. reliability and maintenance; 2. mathematical modeling and metrics for maintenance; 3. maintenance management and organization, and; 4. facilities management and contracting. The papers cover topics ranging from embedded sensors for diagnostics of structures to organizational issues related to effective maintenance planning. *Recent Advances in Maintenance and Infrastructure Management* provides readers with a snapshot of the latest developments in the tools and techniques used to conduct maintenance of complex infrastructures and systems. The book will be of interest to researchers and practitioners in academia and industry involved in planning and deployment of maintenance operations. Additionally, this can serve as a reference text for advanced courses in operations management, and structural health monitoring.

Le imprese che imparano. Teorie, metodi e casi aziendali di knowledge management EGEA spa

Il testo raccoglie una serie di qualificati contributi di autori italiani e stranieri in tema di Scienza dei Servizi in una prospettiva manageriale, toccando i temi più rilevanti rispetto al contributo

che tale approccio può dare alla creazione di valore delle imprese, quali servitization dei prodotti, business modelling, co-creazione di valore con i clienti, misure di performance, ruolo dell'ICT. Vengono presentate inoltre alcune esperienze innovative nei modelli di gestione dei servizi (ambientali ed energetici e di health care) particolarmente sensibili a queste nuove prospettive strategiche e manageriali. Il testo si propone di valorizzare scientificamente i risultati di ricerca collegati al nuovo percorso formativo iniziato quattro anni fa con l'evoluzione dello storico "Master in Management dell'Innovazione" della Scuola Superiore Sant'Anna nel nuovo "Master in Management, Innovazione e Ingegneria dei Servizi" (MAINS). Vedi struttura del testo allegata. Global Cash Management in Europe FrancoAngeli

In Italy, the debate about the reform process, that has involved the water sector for several years, cannot be considered concluded. It seems exclusively ideological and often it does not consider the business administration perspective, which certainly could make a contribution to the solution of different problems. Politicians and researchers, for example, show very little interest for the economic and financial performance of water utility firms, focusing almost exclusively on the different ways for providing the services or on the ownership structure. This work analyzes the variables characterizing the outsourcing process in the water sector. It also explores the connection of such variables with the

performance of companies and local government authorities involved in the delivery process. Subsequently, the work explains the results of an exploratory analysis of different cases in the international context, making also a comparison about the performance. Lastly, the work verifies the existence of some best practices and evaluates the adaptability of these best practices in the Italian context.

*Governance and Performance of Water Utility Firms* IGI Global  
The Toulon-Verona Conference was founded in 1998 by prof. Claudio Baccarani of the University of Verona, Italy, and prof. Michel Weill of the University of Toulon, France. It has been organized each year in a different place in Europe in cooperation with a host university (Toulon 1998, Verona 1999, Derby 2000, Mons 2001, Lisbon 2002, Oviedo 2003, Toulon 2004, Palermo 2005, Paisley 2006, Thessaloniki 2007, Florence, 2008). Originally focusing on higher education institutions, the research themes have over the years been extended to the health sector, local government, tourism, logistics, banking services. Around a hundred delegates from about twenty different countries participate each year and nearly one thousand research papers have been published over the last ten years, making of the conference one of the major events in the field of quality in services.

The Spread of Yield Management Practices FrancoAngeli  
366.44