

# La Vendita Emotiva Nellinformazione Scientifica Del Farmaco Partire Dal Bisogno Per Arrivare Al Prodotto

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### Global Industrial Relations -

Michael J. Morley 2006-11-22

Breaking new ground and drawing on contributions from the leading academics in the field, this notable volume focuses specifically on industrial relations.

Informative and revealing, the text provides an overview of the industrial relations systems of nine regions (North America, South America, Western Europe, Eastern Europe, the Middle East, Australia and New Zealand, Asia, Africa, and India) and is divided into two distinct sections covering: regional variations in global industrial relations systems contemporary themes in global industrial relations. Combining both systems and thematic issues, this important new text is invaluable reading for postgraduates and professionals in the fields of human resources management, industrial relations and business and management as well as anyone studying or interested in the issues surrounding global industrial relations.

### **Obsessions and Phobias** -

Sigmund Freud 2014-11-11

This early work by Sigmund Freud was originally published in 1895 and we are now republishing it with a brand new introductory biography. 'Obsessions and Phobias' is a psychological essay on the distinction between obsessions and phobias and potential reasons for their occurrence. Sigmund Schlomo Freud was born on 6th May 1856, in the Moravian town of Příbor, now part of the Czech Republic. He studied a variety of subjects, including philosophy, physiology, and zoology, graduating with an MD in 1881. Freud made a huge and lasting contribution to the field of psychology with many of his methods still being used in modern psychoanalysis. He inspired much discussion on the wealth of theories he produced and the reactions to his works began a century of great psychological investigation.

### **The Birth Of A Mother** -

Daniel N Stern 1998-12-03

As you prepare to become a

mother, you face an experience unlike any other in your life. Having a baby will redirect your preferences and pleasures and, most likely, will realign some of your values. As you undergo this unique psychological transformation, you will be guided by new hopes, fears, and priorities. In a most startling way, having a child will influence all of your closest relationships and redefine your role in your family's history. The charting of this remarkable, new realm is the subject of this compelling book. Renowned psychiatrist Daniel N. Stern has joined forces with pediatrician and child psychiatrist Nadia Bruschiweiler-Stern and journalist Alison Freeland to paint a wonderfully evocative picture of the psychology of motherhood. At the heart of *The Birth of a Mother* is an arresting premise: Just as a baby develops physically in utero and after birth, so a mother is born psychologically in the many months that precede and follow the birth of her baby. The recognition of

this inner transformation emerges from hundreds of interviews with new mothers and decades of clinical experience. Filled with revealing case studies and personal comments from women who have shared this experience, this book will serve as an invaluable sourcebook for new mothers, validating the often confusing emotions that accompany the development of this new identity. In addition to providing insight into the unique state of motherhood, the authors touch on related topics such as going back to work, fatherhood, adoption, and premature birth. During pregnancy, mothers-to-be talk about morning sickness and their changing bodies, and new mothers talk about their exhaustion, the benefits of nursing or bottle-feeding, and the dilemma of whether or when they should return to work. And yet, they can be strangely mute about the dramatic and often overwhelming changes going on in their inner lives. Finally, with *The Birth of a Mother*,

these powerful feelings are eloquently put into words.

**Amore a prima visita. Home staging e valorizzazione immobiliare. Come vendere e affittare in tempi brevi e al miglior prezzo utilizzando il potere emozionale degli spazi** - Rita Pederzoli Ricci

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**La vendita emotiva nell'informazione scientifica del farmaco. Partire dal bisogno per arrivare al prodotto** - Riccardo Izzi 2019

*Foundations of Strategy* - Robert M. Grant 2015-07-20  
*Foundations of Strategy, Canadian Edition* is a concise text aimed at both undergraduate and MBA students. With the needs of these students in mind, the authors made sure that the text was written in an accessible style, with a clear, comprehensive approach and sound theoretical depth. An excellent set of current and in-depth Canadian and global cases will show students how to apply the strategy concepts

in real-world scenarios. Today's strategy modules are delivered in a wide variety of different formats to a wide range of audiences. Instructors frequently find themselves faced with the challenge of delivering their modules in relatively short time frames to student groups with very diverse educational and employment backgrounds. This text is designed to assist instructors in meeting this challenge by covering the core aspects of strategy as concisely as possible without losing academic depth.

**Wellness Marketing** - Aurelio Gisco

2014-12-17T00:00:00+01:00  
A new wellness market is being formed by the convergence of various fields such as functional food, healthcare, pharmaceutical, dental, and fitness. The traditional dental practice evolves towards the model of «smile clinics chains». The traditional pharmacy gives way to genuine retailers with large exhibition spaces, sophisticated merchandising and a wide range within which

prescription drugs are only one of the types on sale. The companies in the healthcare industry are gradually miniaturizing and digitalizing their devices. And more, if primary care physicians and dentists use diagnostic equipment once the exclusive domain of clinics and hospitals, and sometimes they buy online through portals, pharmaceutical companies suffer from the competition of cosmetic companies operating in the line of food. With food and functional products - from anti-cholesterol yoghurt that strengthens bones, through dietary supplements - they replace, fir illnesses and diseases which are not serious, some categories of drugs. While gyms and spas on the one hand and clinics on the other come to resemble more and more: the first offer beauty and health treatments, the latter wellness treatments. Thus a new competitive environment that requires special expertise is arising: The Wellness Marketing, where customer and market

orientation must be integrated with technological skills essential for success, and where specific strategies are needed and marketing activities targeted. Then what is the identikit of the successful company in the market of Wellness Marketing? The book offers concrete answers, first clearly defining the concept and boundaries of Wellness Marketing, then delving into real cases, the emerging issues, to provide the management of the sector strategic responses and guidance on activities essential to success.

*Media Education in Action* -  
Alberto Parola 2010

Clinical Bioethics - C. Viafora  
2006-01-27

A theory of Clinical Bioethics based on the integration of the moral logic of health care practice ("internal morality") and the larger social concerns and processes ("external morality") Clinical Bioethics. A Search for the Foundations compares major theoretical models in the foundation of

clinical bioethics and explains medicine as a normative practice. The goals of medicine are discussed with particular reference to the subjectivisation of health and the rationalisation of health care institutions. This volume provides a consistent reconstruction of bioethical judgment both at the level of epistemological statute and institutional context, i.e. clinical ethics committees and clinical ethics consultation.

### **Nonserial Dynamic**

**Programming** - Bertele?

1972-11-07

Nonserial Dynamic

Programming

**Data on the Web** - Serge

Abiteboul 2000

Data model. Queries. Types.

Systems. A syntax for data.

XML.. Query languages. Query languages for XML.

Interpretation and advanced features. Typing

semistructured data. Query processing. The lore system.

Strudel. Database products

supporting XML. Bibliography.

Index. About the authors.

**Evidence-Based Cardiology** -

Salim Yusuf 2008-04-15

This second edition is a groundbreaking clinical text with a strong emphasis on rigorous evidence. Leaders in the field discuss best practice in the light of systematic reviews and randomised control trials, and how best to treat where the information is less clear. Case histories provide intriguing discussions on how to apply the evidence in real life situations. Evidence-based Cardiology also includes free access to the latest evidence, which is automatically posted on a companion website.

Governing Through Crime -

Jonathan Simon 2007-02-03

Across America today gated communities sprawl out from

urban centers, employers enforce mandatory drug

testing, and schools screen students with metal detectors.

Social problems ranging from welfare dependency to

educational inequality have been reconceptualized as

crimes, with an attendant focus on assigning fault and

imposing consequences. Even before the recent terrorist

attacks, non-citizen residents had become subject to an increasingly harsh regime of detention and deportation, and prospective employees subjected to background checks. How and when did our everyday world become dominated by fear, every citizen treated as a potential criminal? In this startlingly original work, Jonathan Simon traces this pattern back to the collapse of the New Deal approach to governing during the 1960s when declining confidence in expert-guided government policies sent political leaders searching for new models of governance. The War on Crime offered a ready solution to their problem: politicians set agendas by drawing analogies to crime and redefined the ideal citizen as a crime victim, one whose vulnerabilities opened the door to overweening government intervention. By the 1980s, this transformation of the core powers of government had spilled over into the institutions that govern daily life. Soon our schools, our

families, our workplaces, and our residential communities were being governed through crime. This powerful work concludes with a call for passive citizens to become engaged partners in the management of risk and the treatment of social ills. Only by coming together to produce security, can we free ourselves from a logic of domination by others, and from the fear that currently rules our everyday life.

*Prechtl's Method on the Qualitative Assessment of General Movements in Preterm, Term and Young Infants* - Christa Einspieler  
2008-12-03

A quick, non-invasive, non-intrusive and cost-effective method with high reliability and high validity is much in demand for the early detection of neurological anomalies which point to cerebral palsy and developmental deficits later on in life. Over his years as a distinguished developmental neurologist, Heinz Prechtl has devised such a method; a qualitative

assessment of general movements (GMs) as a specific predictor for neurological impairments. His method is described in this book. GMs form part of a distinct pattern of movements in preterm babies, term newborns and young infants. They are complex, frequent, and usually of sufficient length. Changes in the normal quality of GMs are a reliable indicator of brain dysfunction. Includes a CD-ROM giving 15 cases selected from the book. Each is of about one minute in duration and demonstrates the different age-specific movement patterns.

**The Order of Presentation in Persuasion** - Carl Iver Hovland 1957

**Headache and Facial Pain** - Franco Mongini 1999

Divided into four parts, the classification criteria as well as etiologic factors and pathogenic mechanisms of headache and different types of facial pain are examined in the first part of the book. The second part deals with general problems concerning diagnosis

and choice of treatment. The last two parts analyze the individual pathologies at the root of headache (part three) and facial pain (part four): A wide variety of classic and difficult clinical cases are presented. The book can therefore be regarded as a study and consultation manual for neurologists, headache specialists, algologists, anaesthetists, dentists, internists, general practitioners, and all those interested in the problem of headache and facial pain.

**Translocator Protein (TSPO)**

- Giovanni Natile 2018-03-05

This book is a printed edition of the Special Issue "Translocator Protein (TSPO)" that was published in IJMS

Laser Scanner Technology - J.

Apolinar Munoz Rodriguez 2012-03-28

Laser scanning technology plays an important role in the science and engineering arena. The aim of the scanning is usually to create a digital version of the object surface. Multiple scanning is sometimes performed via multiple

cameras to obtain all slides of the scene under study. Usually, optical tests are used to elucidate the power of laser scanning technology in the modern industry and in the research laboratories. This book describes the recent contributions reported by laser scanning technology in different areas around the world. The main topics of laser scanning described in this volume include full body scanning, traffic management, 3D survey process, bridge monitoring, tracking of scanning, human sensing, three-dimensional modelling, glacier monitoring and digitizing heritage monuments.

**The Vision of the Vanquished** - Nathan Wachtel  
1977

**Emotional Selling for Medical Sales Representatives Starting from one's need to arrive at the product** - Riccardo Izzi  
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*General Psychopathology* - Karl Jaspers 1997-11-27

In *General Psychopathology*, his most important contribution to the Heidelberg school, Jaspers critiques the scientific aspirations of psychotherapy, arguing that in the realm of the human, the explanation of behavior through the observation of regularity and patterns in it (*Erklärende Psychologie*) must be supplemented by an understanding of the meaning-relation experienced by human beings (*Verstehende Psychologie*).

The King of Children - Betty Jean Lifton 1997-04-15  
Describes the children's advocate's efforts to protect Jewish and Catholic children in Warsaw and create progressive orphanages

Psychoanalysis, Identity, and the Internet - Andrea Marzi  
2018-06-12

The contributors and the articles presented in the book suggest that the main psychoanalytical theories are the most adequate means to understand the nature of the new subjects that appear in the present world on the Internet

and cyberspace era. Not only does psychoanalysis read the multifaceted nature of virtual reality, but cyberspace also affects and influences seminal reflections about psychoanalysis itself and the virtual space of the mind. This timely volume, first published in Italian in 2013, explores the consequences of virtual reality in the analytical field and the peculiar characteristics of the encounter with the particular state of mind of internet-addicted patients; it also shows in detail the path of the therapy, psychotherapeutic or analytic, and the path of the analyst with the net-surfer, a castaway in the realm of virtual reality. Considering all the points of view expressed in the book, cyberspace appears, on the one hand, as a mirror that traps vulnerable people in a pseudo-reality, while on the other hand it appears as a particular dimension which sets creative phantasy free.

**A Companion to Applied Philosophy** - Kasper Lippert-Rasmussen 2016-09-19

Applied philosophy has been a

growing area of research for the last 40 years. Until now, however, almost all of this research has been centered around the field of ethics. *A Companion to Applied Philosophy* breaks new ground, demonstrating that all areas of philosophy, including epistemology, metaphysics, philosophy of science, and philosophy of mind, can be applied, and are relevant to questions of everyday life. This perennial topic in philosophy provides an overview of these various applied philosophy developments, highlighting similarities and differences between various areas of applied philosophy, and examining the very nature of this topic. It is an area to which many of the towering figures in the history of philosophy have contributed, and this timely *Companion* demonstrates how various historical contributions are actually contributions within applied philosophy, even if they are not traditionally seen as such. The *Companion* contains 42 essays covering major areas of philosophy; the

articles themselves are all original contributions to the literature and represent the state of the art on this topic, as well as offering a map to the current debates.

Education Nouvelle Et Sciences de L'éducation - Bernard Schneuwly 2006

This book is about the tumultuous and even passionate relationship between New Education and Educational Sciences, which are regarded as an inseparable «couple», intrinsically linked and surprisingly fruitful. Yet they remain irreconcilable and are mutually contradictory in a number of their elements and characteristics. Do Educational Sciences offer a scientific base or ideological support for New Education? Do the numerous new educational initiatives and reforms provide a «laboratory» for Educational Sciences or alternatives to the new scientific paradigms? Is this at the risk of their merging? And what is the price of these tensions? Specialists in the history of Educational Sciences and New Education from

various geographical, cultural and disciplinary horizons explore the complex links between this powerful reforming movement and the nascent disciplinary field that emerged during the first half of the 20th century. Cet ouvrage analyse les relations tumultueuses - passionnelles même - de l'Education nouvelle et des Sciences de l'éducation: un couple indissociable - intrinsèquement lié et d'une étonnante fécondité - autant qu'inconciliable, nombre de leurs présupposés et caractéristiques se contredisant mutuellement. Les Sciences de l'éducation offrent-elles la base scientifique ou l'appui idéologique de l'Education nouvelle ? Les nombreuses expériences et réformes éducatives constituent-elles des laboratoires des Sciences de l'éducation ou des alternatives aux nouveaux paradigmes scientifiques ? Au risque de leur fusion ? Au prix de quelles tensions ? Des spécialistes de l'histoire des Sciences de l'éducation et de l'Education

nouvelle d'horizons géographiques, culturels et disciplinaires divers explorent les rapports complexes entre ce puissant mouvement réformiste et le champ disciplinaire naissant durant la première moitié du 20e siècle.

**La vendita emotiva nell'informazione scientifica del farmaco. Partire dal bisogno per arrivare al prodotto** - Riccardo Izzi

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[Encyclopedia of Malaria](#) -

Marcel Hommel

**Pharmageddon** - David Healy  
2013-04

This searing indictment, David Healy's most comprehensive and forceful argument against the pharmaceuticalization of medicine, tackles problems in health care that are leading to a growing number of deaths and disabilities. Healy, who was the first to draw attention to the now well-publicized suicide-inducing side effects of many anti-depressants, attributes our current state of affairs to three key factors:

product rather than process patents on drugs, the classification of certain drugs as prescription-only, and industry-controlled drug trials. These developments have tied the survival of pharmaceutical companies to the development of blockbuster drugs, so that they must overhype benefits and deny real hazards. Healy further explains why these trends have basically ended the possibility of universal health care in the United States and elsewhere around the world. He concludes with suggestions for reform of our currently corrupted evidence-based medical system.

**Labics - Structures** - Maria Claudia Clemente 2019-03-15  
Labics is a rising Rome-based architectural firm that has gained great international acclaim in recent years for both its projects and its submissions to major competitions. Its guiding principle is the idea of "structure." Each of the firm's projects--which range from housing and office buildings to museums, cultural centers,

schools, subway stations, and public spaces--is intended to exemplify the importance of the respective type of structure. Labics--Structures is the first book on Labics's remarkable and rapidly growing body of work. The book is arranged in four chapters that explore the idea of structure in different contexts: "Geometric," "Bearing," "Circulation," and "Public Space Structures." Alongside topical essays, it features twenty projects selected by the firm's founding directors, Maria Claudia Clemente and Francesco Isidori, to represent the diversity of the firm's work, as well as its wide geographic reach--with buildings in Italy, Finland, Switzerland, England, Bosnia and Herzegovina, Saudi Arabia, and Iran. Each project is documented with atmospheric photographs and a wealth of plans and diagrams to illustrate concepts and details.

Achille and Pier Giacomo Castiglioni - Matteo Vercelloni  
2011

Pier Giacomo Castiglioni (1913-1968) and Achille (1918-2002) are the eldest and the youngest of the three Castiglioni brothers who all studied architecture at the Milan Polytechnic. The two Castiglioni brothers were interested in both technology and art

**The Study of Nonprofit Enterprise** - Helmut K.

Anheier 2012-12-06

This volume addresses the need to revisit the economic theories from the last two decades that have contributed to the development of a concentrated research agenda on nonprofit organizations. Long neglected as a topic of theorizing and empirical investigation by mainstream economics in particular, these initial theories of nonprofit organizations from the late 1970s and early 1980s continue to shape theoretical and conceptual efforts. Importantly, their influence extends beyond economics and informs sociological and politics science approaches to the set of organizations and

institutions located between the market firm and the state agency as well. While the theoretical map of nonprofit research has expanded beyond these early attempts and now include several other major theories such as stakeholder approaches, supply-side or entrepreneurial theories, institutional theories and comparative approaches. This work suggests that it is time to take stock and reexamine some of the basics from which these economic theories operate.

**The Guerrilla Girls' Bedside Companion to the History of Western Art** - Guerrilla Girls 1998

"[A] tart, funny, lurid little bomb of a book. It's all p.c., of course, but not at all predictable, and a lot of righteous information gets dispersed in record time." -- BUST Magazine We were Guerillas before we were Gorillas. From the beginning, the press wanted publicity photos. We needed a disguise. No one remembers, for sure, how we got our fur, but one story is that at an early

meeting, an original Girl, a bad speller, wrote 'Gorilla' instead of 'Guerilla.' It was an enlightening mistake. It gave us our mask-ularity. Ever wonder about the abundance of naked male statues in the Classical section of your favorite museum? Did you know medieval convents were hotbeds of female artistic expression? And how did those "bad boy" artists of the twentieth century make it even harder for a girl to get a break? Thanks to the Guerrilla Girls, those masked feminists whose mission it is to break the white male stronghold over the art world, art history--as we know it--is history. Taking you back through the ages, the Guerrilla Girls demonstrate how males (particularly white males) have dominated the art scene, and discouraged, belittled, or obscured women's involvement. Their skeptical and hilarious interpretations of "popular" theory are augmented by the newest research and the expertise of prominent feminist art historians. "Believe-it-or-not"

quotations from some of the "experts" are sprinkled throughout, as are the Guerrilla Girls' signature masterpieces: reproductions of famous art works, slightly "altered" for historic accuracy and vindication. This colorful reinterpretation of classic and modern art, as outrageous as it is visually arresting, is a much-needed corrective to traditional art history, and an unabashed celebration of female artists.

### **Architecture and**

**Embodiment** - Harry Francis Mallgrave 2013-06-26

In recent years we have seen a number of dramatic discoveries within the biological and related sciences. Traditional arguments such as "nature versus nurture" are rapidly disappearing because of the realization that just as we are affecting our environments, so too do these altered environments restructure our cognitive abilities and outlooks. If the biological and technological breakthroughs are promising benefits such as extended life expectancies, these same discoveries also

have the potential to improve in significant ways the quality of our built environments. This poses a compelling challenge to conventional architectural theory... This is the first book to consider these new scientific and humanistic models in architectural terms.

Constructed as a series of five essays around the themes of beauty, culture, emotion, the experience of architecture, and artistic play, this book draws upon a broad range of discussions taking place in philosophy, psychology, biology, neuroscience, and anthropology, and in doing so questions what implications these discussions hold for architectural design. Drawing upon a wealth of research, Mallgrave argues that we should turn our focus away from the objectification of architecture (treating design as the creation of objects) and redirect it back to those for whom we design: the people inhabiting our built environments.

*Essays in Metaphysics* - Martin Heidegger 2016-09-06

The two lectures translated here were published in 1957 under the title *Identität und Differenz*. The sensitive and attentive reader will come away with a feeling that he now knows Heidegger, the man, the teacher, better. Heidegger provides illuminating insights and thoughts on many a vital issue—our technological age, religion, language, history, and more—all of which he touches upon here, if only epigrammatically. What makes Heidegger important is his receptiveness, his sensitivity, his ability to be at the heart of the problem and “see” and “hear” when others see and hear nothing.

**Big Pharma** - Jacky Law 2006  
Pharmaceutical medicine is very, very big business. The top ten players earned more than \$200 billion in 2003. One drug, Pfizer's cholesterol pill Lipitor, had sales of more than \$9 billion. This kind of money buys an awful lot of friends among doctors and politicians. Most of those involved in the formulation of public health

policy seems happy with the present system. The trouble is that the public is starting to have doubts. There is a growing sense that the vast profits of drug companies and their control of the research agenda might not be that good for our health. Jacky Law takes the reader on a journey through the pharmaceutical business and shows how the public is quite right to be concerned about conventional medicine, as it has developed since the late 1970s. She tells a story of spectacular regulatory failure, phenomenally high prices, betrayal of the public interest and a growing awareness among ordinary people that things could be very different. Sophisticated marketing and public relations, not scientific excellence, have helped corporations to preside unchallenged over matters of life and death. It is time, Law argues, for us to take responsibility for our health, not as passive consumers of pharmaceutical medicine, but as informed citizens.

*The Body in Contemporary Art*

- Sally O'Reilly 2009

A new volume in the acclaimed World of Art series: featuring work across a range of media that represents the human body.

Intégral Ruedi Baur - Ruedi Baur 2010

Previously unpublished new projects are thematically integrated into the evolution of Baur's oeuvre. The book thus reveals a conceptual and design constant, or even fascination, in the work of Ruedi Baur. Thus the book reveals a conceptual and design constant, or even fascination, in the work of Ruedi Baur. Five years after the success of Ruedi Baur, *Integral et associés*, the author takes stock and manifests the principles of his design work and attitude. Five years after the success of Ruedi Baur *Integral et associés*, the author takes stock and manifests the principles of his design work and attitude.

In the Facebook Aquarium - Ippolita 2015-11-12

In their new work research collective Ippolita provides a

critical investigation of the inner workings of Facebook as a model for all commercial social networks. Facebook is an extraordinary platform that can generate large profit from the daily activities of its users.

Facebook may appear to be a form of free entertainment and self-promotion but in reality its users are working for the development of a new type of market where they trade relationships. As users of social media we have willingly submitted to a vast social, economic and cultural experiment. By critically examining the theories of Californian right-libertarians, Ippolita show the thread connecting Facebook to the European Pirate Parties, WikiLeaks and beyond. An important task today is to reverse the logic of radical transparency and apply it to the technologies we use on a daily basis.

*Solitary* - Maurizio Torchio 2018-10-15

We learn more every year about the damaging effects of solitary confinement. This

unquestionably cruel and unusual punishment leaves prisoners with no human contact, sometimes for years at a time, and it nearly always leads to lasting trauma. In *Solitary*, Maurizio Torchio takes on the daunting task of narrating this most isolating experience, one in which the captive is not only cut off from society in the walls of a prison, but from human contact itself. Within this closed world seemingly out of time, the prisoner still yearns for human contact. Ultimately, this desire is a form of hope, reminding us that ineluctable human qualities survive even in the most inhumane spaces.

*Mountain Landscapes* -

Massimo Sargolini 2015-04-01  
According with the Alps and Carpathian Conventions, the European Landscape Convention, and the Birds, and Habitats Directives the research project "Access2Mountain", illustrated

in this book, aims to promote the improvement of the accessibility in mountain areas, as a crucial factor for their social, economic and cultural sustainable development, with particular regard for tourism. In the meanwhile, it aims to enlight methods, models and tools for the containment and the reduction of negative impacts of traffic, infrastructures and tourist flows on the environment, landscape and natural-cultural heritage, particularly in the most sensitive areas of South-East Europe. The landscape vision becomes the way to approach the analysis, interpretation and design. It requires a trans-scale dimension, moving from the local level, to the environmental component, the interested context and the model region. The final output is a "system of thinking" for the decision making processes in sensitive mountain landscapes.