

1. Record Nr.	UNIBAS000018361
Autore	Ioannes : Philoponus
Titolo	Iohannis Philoponi De Vocabulis quae diversum significatum exhibent secundum differentiam accentus / Iohannes Philoponus ; edited by Lloyd W. Daly
Pubbl/distr/stampa	Philadelphia : American philosophical society, 1983
ISBN	0-87169-151-5
Descrizione fisica	XXX, 250 p. ; 24 cm.
Disciplina	481.5
Soggetti	Lingua greca - Accentazione
Lingua di pubblicazione	Inglese Greco antico
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Sulla pag. che prec. il front.: On the Accent of Homonyms

2. Record Nr.	UNINA9910462926503321
Autore	Gill Leslie E.
Titolo	Advertising and psychology // Leslie E. Gill
Pubbl/distr/stampa	Abingdon, Oxon : , : Routledge, , 2013
ISBN	0-203-58356-6 1-136-66370-3
Descrizione fisica	1 online resource (193 p.)
Collana	Routledge Library Editions : Advertising
Disciplina	659.1019
Soggetti	Advertising - Psychological aspects Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	First published in 1954 by Hutchinson's University Library.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Cover; Advertising and Psychology; Title Page; Copyright Page; Original Title Page; Original Copyright Page; Table of Contents; Preface; I Introduction; II Media; III Advertising Research; IV The Mind; V Attention; VI Attention Factors in Advertising; VII Apperception and Interest; VIII Psychology of the Layout; IX Imagination; X Motivation; XI Habit; XII Feeling and Emotion; XIII Intelligence; XIV Sympathy and Suggestion; XV Various Advertising Appeals; XVI Remembering; XVII Association; XVIII Volition; XIX Conclusion; Bibliography; Index
Sommario/riassunto	The consequences of advertising on the social life of the community has been a much-discussed topic in recent years. Advertising as a means of influencing the thought and behaviour of masses of people involves the application of such fundamental aspects of psychology as attention, motivation, memory, association, suggestion, volition, and so on. Modern advertising presents its message in a variety of forms: attracting, informing, reminding, suggesting and impelling us many times during the course of any single day. To what extent advertising influences our tastes, preferences and purc

3. Record Nr.	UNINA9910466473803321
Autore	Wharton Edith <1862-1937, >
Titolo	The age of innocence // by Edith Wharton
Pubbl/distr/stampa	Minneapolis : , : First Avenue Editions, , 2018
ISBN	1-5415-1826-8
Descrizione fisica	1 online resource
Soggetti	Triangles (Interpersonal relations) Separated people Upper class Married people
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia