

1. Record Nr.	UNINA990010046220403321
Autore	Musella, Antonio
Titolo	Nuovi schiavi : il lavoro nell'Italia del Jobs act / Antonio Musella
Pubbl/distr/stampa	Roma : Round Robin editrice, 2015
ISBN	978-88-98715-33-6
Descrizione fisica	149 p. ; 20 cm
Collana	Fuori rotta ; 13
Disciplina	306.36 331.12
Locazione	BFS
Collocazione	306.36 MUS 1
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia

2. Record Nr.	UNIBAS000033785
Autore	Hartmann, Heinz
Titolo	Psicologia dell'io e problema dell'adattamento / Heinz Hartmann
Pubbl/distr/stampa	Torino : Boringhieri, 1978
Edizione	[2. ed.]
Descrizione fisica	124 p. ; 21 cm
Collana	Programma di psicologia, psichiatria, psicoterapia
Disciplina	155.24
Soggetti	Adattamento - Psicanalisi
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Traduzione di Marianne Low-Beer
3. Record Nr.	UNINA9910462296503321
Autore	Lea-Greenwood Gaynor
Titolo	Fashion marketing communications [[electronic resource] /] / Gaynor Lea-Greenwood
Pubbl/distr/stampa	Chichester, : John Wiley & Sons, Ltd., 2013
ISBN	1-283-66515-8 1-118-49617-5
Descrizione fisica	1 online resource (218 p.)
Disciplina	391.00688 746.920688
Soggetti	Advertising - Fashion Fashion merchandising Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.

Nota di bibliografia

Includes bibliographical references and index.

Nota di contenuto

Fashion Marketing Communications; Copyright; Contents; Acknowledgments; Chapter 1: Introduction; Description of the book; Structure of the book; Chapter 2: Marketing Strategy; Introduction; Promotional strategy; Where are we now?; Where do we want to be?; How do we get there?; Models of advertising; Examples of promotional campaigns; Summary; References; Activities; Chapter 3: Tools and Media Channels; Introduction; Advertising; Television advertising; Cinema advertising; Magazine advertising; Newspaper advertising; Radio advertising; Outdoor ambient media; Transport ambient media Internet advertising Public relations; Product placement; Pop-up stores; Social networking; Direct marketing; Personal selling; The retail environment; Summary; References; Activities; Chapter 4: The Power of Magazines; Introduction; A repertoire of magazines; The magazine-reader relationship - my magazine is my mate?; Information needs; Cultural needs; Trust; Support; Status; Participation; Teenage magazines; Advertising costs, circulation and context; Product placement; Advertising value equivalent (AVE); The relationship between advertising and product placement  
Monthly and weekly magazines Weekend supplements; Celebrity and gossip magazines; The recession and magazine advertising; Summary; References; Activities; Chapter 5: The Role of Public Relations; Introduction; Who carries out the PR function?; The costs of PR; The role of the journalist in PR; Credibility; How PR differs from traditional advertising; How PR supports traditional advertising; PR with no advertising budget; PR as an 'afterthought'; How gender affects PR; Working out the value of product placement; Types of PR function; PR agencies; In-house PR departments  
The role of the PR function Contacts; Press releases; Show cards; Sponsorship; Events management; Providing evidence of effectiveness; Crisis management; Summary; References; Activities; Discussion questions; Chapter 6: Celebrity; Defining celebrity; Celebrity management; Celebrity endorsement; Brands and celebrity personalities; Accidental celebrity endorsement; Theoretical background; Transference; Attractiveness; Congruence; Celebrity collaborations; Celebrity ranges; Celebrity saturation; Celebrity slip-ups; Celebrity and charities; The celebrity life cycle; One to watch; Early recognition  
Global recognition Decline; Resurrection and re-invention; Measuring the effectiveness of celebrity endorsement; The major benefits of celebrity endorsements; The death of celebrity culture?; Summary; References; Activities; Chapter 7: The Retail Fashion Store Environment; Introduction; Consumer behaviour reviewed; Types of store; Store location; Approach and avoidance; Visual merchandising - the shop window; Mannequins; Themes for windows; Props in display; Colours in display; Shape in display; From visual merchandising to visual marketing; Hero pieces; Store layout and design  
Boutique layout

Sommario/riassunto

Fashion is all about image. Consequently, fashion marketing communications - encompassing image management and public relations, branding, visual merchandising, publicity campaigns, handling the media, celebrity endorsement and sponsorship, crisis management etc. - have become increasingly important in the fashion business. This textbook for students of fashion design, fashion marketing, communications and the media sets out all that they need for the increasing number of courses in which the subject is a part.

4. Record Nr.	UNISALENTO991002147709707536
Autore	Venezia
Titolo	Elenco degli articoli pubblicati dalla stampa giornaliera e periodica, italiana ed estera, sulla Mostra di Vittore Carpaccio / Direzione Belle arti del Comune di Venezia
Pubbl/distr/stampa	Venezia : [s.n.], 1963
Descrizione fisica	1 v. ; 30 cm
Disciplina	707.4
Soggetti	Esposizioni - Venezia - Carpaccio, Vittore - Rassegna stampa
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia