

1. Record Nr.	UNINA9910451013603321
Titolo	European Union council presidencies [[electronic resource] ] : a comparative perspective // edited by Ole Elgstrom
Pubbl/distr/stampa	London ; ; New York, : Routledge, 2003
ISBN	1-134-39043-2 1-280-07313-6 0-203-40096-8
Descrizione fisica	1 online resource (220 p.)
Collana	Routledge advances in European politics ; ; 13
Classificazione	89.72
Altri autori (Persone)	ElgstromOle <1950->
Disciplina	341.242/2
Soggetti	Electronic books. European Union countries Politics and government
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	Cover; European Union Council Presidencies; Title Page; Copyright Page; Table of Contents; Notes on contributors; Preface and acknowledgements; 1 Introduction; 2 The agenda-shaping powers of the Council Presidency; 3 'The honest broker'? The Council Presidency as a mediator; 4 The Council Presidency and external representation; 5 The Netherlands' Presidency of 1997: between ambition and modesty; 6 The British Presidency of 1998: New Labour, new tone?; 7 The Finnish Presidency of 1999: pragmatism and the promotion of Finland's position in Europe 8 The French Presidency of 2000: an arrogant leader?9 The Swedish Presidency of 2001: a reflection of Swedish identity; 10 The Belgian Presidency of 2001: cautious leadership as trademark; 11 The Spanish Presidencies of 1989, 1995 and 2002: from commitment to reluctance towards European integration; 12 Conclusion: rationalist and sociological perspectives on the Council Presidency; Index
Sommario/riassunto	This book describes, analyses, explains and compares the role performance of different presidencies. The expert and international authors ask why member states have different approaches and play the role differently, prioritising different functions and using a variety of strategies to realise their aspirations. The book consists of three parts

i) describes the functions of the presidency, ii) compares nine different presidencies and iii) a concluding section comparing media images, and summaries looking at member state characteristics and behaviour.

2. Record Nr.	UNICASMIL0440726
Autore	Mazzei, Roberto <1962->
Titolo	Brand equity : il valore della marca : teoria e prassi dei processi valutativi / Roberto Mazzei
Pubbl/distr/stampa	Milano, : EGEA, \1999!
ISBN	8823805473
Descrizione fisica	234 p. ; 24 cm.
Collana	Biblioteca dell'economia d'azienda ; 54
Disciplina	658.827
Soggetti	Marchi di fabbrica e di commercio
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia