

1. Record Nr.	UNICASPBE0141730
Autore	Di Marco, Giampiero
Titolo	Alessandro Riccardi vescovo di Sessa (1591-1604) : la vita, la visita pastorale del 1591, le visite ad Limina, i sinodi e le lettere / Giampiero Di Marco, Gianluca Sasso ; prefazione di Sergio Tanzarella
Pubbl/distr/stampa	Marina di Minturno, : Caramanica ed., 2019
ISBN	9788874252787
Descrizione fisica	XII, 498 p., 1 carta di tav. ripiegata : ill. ; 20 cm.
Altri autori (Persone)	Sasso, Gianluca
Disciplina	270.092
Soggetti	Riccardi, Alessandro <vescovo>
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia

2. Record Nr.	UNINA9911022157603321
Autore	Taillard Marie
Titolo	The Power of Consumer Creativity : Transforming Consumption and Markets // edited by Marie Taillard, Chloe Preece
Pubbl/distr/stampa	Cham : , : Springer Nature Switzerland : , : Imprint : Palgrave Macmillan, , 2025
ISBN	3-031-96247-8
Edizione	[1st ed. 2025.]
Descrizione fisica	1 online resource (223 pages)
Collana	The Seven C's of Creativity
Altri autori (Persone)	PreeceChloe
Disciplina	303.483
Soggetti	Technology - Sociological aspects Social psychology Marketing Motivation research (Marketing) Artificial intelligence Science, Technology and Society Social Psychology Market Psychology Artificial Intelligence
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	1. Consumption Is an Act of Creativity Through and Through -- 2. Conventional and Ontological Consumer Creativity -- 3. Between the Limits of Creativity and the Creativity of Limits: A Degrowth Exploration of Consumer Creativity -- 4. Creative Practices in Vintage Retailing. - 5. Consumer Creativity in Crisis: Practice Adaptation in Life-Sustaining Care-Giving Consumption Journeys -- 6. Zowie, It's a Zuri! Exploring Consumer Creativity Within a Virtual Fan Community -- 7. Crafting the Game World: Creative Communities and Participatory Culture in Elden Ring -- 8. Enactivism and the Rebel Creativity of Consumer Biohackers -- 9. Conclusion.
Sommario/riassunto	"This highly engaging edited book argues that in the age of AI, consumption IS creativity. This provocative view is explored by leading thinkers on consumer creativity in a variety of contexts, from healthcare to online gaming to biohacking. A must-read for scholars of

consumer behavior, creativity, and their intersection.” —Giana M. Eckhardt, Professor of Marketing, King's Business School, King's College London “The Power of Consumer Creativity offers an in-depth exploration of how everyday acts of consumption can become sites of innovation and transformation. It brilliantly reframes consumption as a deeply creative, purposeful and transformative human activity. A must-read for anyone interested in the evolving relationship between consumers, markets, culture and creativity.” —Vlad Glaveanu, Full Professor of Psychology, School of Psychology, Dublin City University

This edited book explores the many dimensions of consumption as a creative act using the seven C's of creativity framework. Leading scholars from marketing and consumer research illustrate how acts of consumption are infused with novel thinking, cultural expression, and personal meaning across cutting-edge topics including vintage retail, gaming, biohacking, parenting and degrowth. By highlighting the generative potential of consumer creativity, this collection offers a compelling argument for recognising creativity as a fundamental and pervasive human capability rather than a rare talent. It is essential reading for researchers, students, and practitioners seeking to understand the evolving intersections of creativity, consumption, and market transformation.

Marie Taillard is L'Oréal Professor of Creativity Marketing and Head of Faculty at ESCP Business School, London. She teaches across graduate and executive programmes, and sectors from technology and pharmaceuticals to beauty, luxury, retail and consumer products. Chloe Preece is Professor of Marketing at ESCP Business School, London, and Academic Director of the MSc in Marketing and Creativity. Her research interest lies at the intersection of marketing and the arts and creative industries.
