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| Autore                  | Rutherford, Daniel Edwin   |
| Titolo                  | Fluidodinamica / by Rutherford   |
| Pubbl/distr/stampa      | Roma : Cremonese, 1970   |
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| Livello bibliografico   | Monografia   |
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| 2. Record Nr.           | UNINA9910809218403321  |
| Autore                  | Gould Thomas H. P. <1953->   |
| Titolo                  | Global advertising in a global culture // Thomas H. P. Gould   |
| Pubbl/distr/stampa      | Lanham, [Maryland] : , : Rowman & Littlefield, , 2016<br>©2016   |
| ISBN                    | 0-8108-8644-8  |
| Descrizione fisica      | 1 online resource (251 p.)   |
| Disciplina              | 659.1  |
| Soggetti                | Advertising - History<br>Internet advertising<br>Globalization - Social aspects<br>Culture and globalization                                   |
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| Note generali           | Includes index.  |
| Nota di contenuto       | Title Page; Preface; Acknowledgments; Introduction; Global History of Advertising: Part 1, before 1993; Global History of Advertising: Part 2, |

since 1993; Culture Transfer at Web Speed; Individualism in an Apps and Culture World; Apps and the Small Screen TV; Individualism and the Rise of the Global Consumer; Online Advertising and Risk, Elitism, and Gender; Children Consumed by Convergence via Apps; Education and Porous Cultural Borders; The Future of E-advertising; One World Agency; Index; About the Author

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Sommario/riassunto

Gould explores the commercial and cultural underpinnings of advertising-and how this form of communication is evolving into a platform for change at the individual, social, and even political levels.

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