1.

Record Nr.	UNINA9910792939603321
Autore	Bartholomew Mark
Titolo	Adcreep : The Case Against Modern Marketing / / Mark Bartholomew
Pubbl/distr/stampa	Stanford, CA : , : Stanford University Press, , [2020] ©2017
ISBN	1-5036-0218-4
Descrizione fisica	1 online resource (236 pages)
Disciplina	343.7308/2
Soggetti	Advertising laws - United States Marketing - Law and legislation - United States Advertising - Social aspects - United States Marketing - Social aspects - United States
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Front matter -- Contents -- Introduction -- 1. Advertising on Trial -- 2. Colonizing New Advertising Spaces -- 3. The New Market Research -- 4. From Market Share to Mindshare -- 5. Sellebrity -- 6. Stopping Adcreep -- Acknowledgments -- Notes -- Index
Sommario/riassunto	Advertising is everywhere. By some estimates, the average American is exposed to over 3,000 advertisements each day. Whether we realize it or not, "adcreep"—modern marketing's march to create a world where advertising can be expected anywhere and anytime—has come, transforming not just our purchasing decisions, but our relationships, our sense of self, and the way we navigate all spaces, public and private. Adcreep journeys through the curious and sometimes troubling world of modern advertising. Mark Bartholomew exposes an array of marketing techniques that might seem like the stuff of science fiction: neuromarketing, biometric scans, automated online spies, and facial recognition technology, all enlisted to study and stimulate consumer desire. This marriage of advertising and technology has consequences. Businesses wield rich and portable records of consumer preference, delivering advertising tailored to your own idiosyncratic thought processes. They mask their role by using social media to mobilize others, from celebrities to your own relatives, to convey their

messages. Guerrilla marketers turn every space into a potential site for a commercial come-on or clandestine market research. Advertisers now know you on a deeper, more intimate level, dramatically tilting the historical balance of power between advertiser and audience. In this world of ubiquitous commercial appeals, consumers and policymakers are numbed to advertising's growing presence. Drawing on a variety of sources, including psychological experiments, marketing texts, communications theory, and historical examples, Bartholomew reveals the consequences of life in a world of non-stop selling. Adcreep mounts a damning critique of the modern American legal system's failure to stem the flow of invasive advertising into our homes, parks, schools, and digital lives.

2.

Record Nr.	UNINA9910131488203321
Autore	Rayou Patrick
Titolo	La "dissert' de philo" : Sociologie d'une épreuve scolaire / / Patrick Rayou
Pubbl/distr/stampa	Rennes, : Presses universitaires de Rennes, 2015
ISBN	9782753537460 2753537461
Descrizione fisica	1 online resource (280 p.)
Soggetti	Education History dissertation philosophique éducation examen philosophie sociologie de l'éducation étude et enseignement
Lingua di pubblicazione	Francese
Formato	Materiale a stampa
Livello bibliografico	Monografia

Sommario/riassunto	Au début, c'est l'enthousiasme à l'idée d'aborder la philo qui va permettre de dire (enfin) « ce qu'on pense ». Puis viennent les premières notes, les déceptions : pour finir l'élève ne rédige plus que des textes convenus, il limite les risques…