

1. Record Nr.	UNINA9910456971303321
Autore	Dowd Nancy <1956->
Titolo	Bite-sized marketing [[electronic resource]] : realistic solutions for the overworked librarian // Nancy Dowd, Mary Evangeliste, & Jonathan Silberman
Pubbl/distr/stampa	Chicago, : American Library Association, 2010
ISBN	1-283-09352-9 9786613093523 0-8389-9734-1
Descrizione fisica	1 online resource (153 p.)
Altri autori (Persone)	EvangelisteMary SilbermanJonathan <1982->
Disciplina	021.7
Soggetti	Libraries - Marketing Libraries - Public relations Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Word-of-mouth marketing -- Bring your library to life with a story -- How to market electronic resources -- Public relations 101 -- Outreach -- Advocacy -- The new marketing tools -- Design -- Branding -- Marketing best practices.
Sommario/riassunto	Filled with contemporary marketing ideas, and structured to quickly impart simple and cost-effective ideas for marketing your library.

2. Record Nr.	UNINA9910133645403321
Autore	Tadros Th. F
Titolo	Colloids in paints [[electronic resource] /] / Tharwat F. Tadros
Pubbl/distr/stampa	Weinheim, : Wiley-VCH, c2010
ISBN	3-527-64160-2 1-283-37041-7 9786613370419 3-527-63118-6 3-527-63117-8
Descrizione fisica	1 online resource (272 p.)
Collana	Colloids and interface science series ; ; v. 6
Disciplina	541.345 667.6
Soggetti	Colloids - Industrial applications Paint 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	Colloids in Paints; Contents; Preface; 1 Colloids in Paints; 1.1 The Disperse Particles; 1.2 The Dispersion Medium and Film Formers; 1.3 Deposition of Particles and Their Adhesion to the Substrate; 1.4 Flow Characteristics (Rheology) of Paints; References; 2 Emulsion, Dispersion and Suspension Polymerization: Preparation of Polymer Colloids and Their Stabilization; 2.1 Emulsion Polymerization; 2.1.1 Mechanism of Emulsion Polymerization; 2.1.2 Block Copolymers as Stabilizers in Emulsion Polymerization; 2.1.3 Graft Copolymers as Stabilizers in Emulsion Polymerization 2.2 Polymeric Surfactants for Stabilization of Preformed Latex Dispersions 2.3 Dispersion Polymerization; 2.3.1 Mechanism of Dispersion Polymerization; 2.3.2 Influence of Polymeric Surfactant Concentration and Molecular Weight on Particle Formation; 2.3.3 Effect of Monomer Solubility and Concentration in the Continuous Phase; 2.3.4 Stability/Instability of the Resulting Latex; 2.3.5 Particle Formation in Polar Media; References; 3 Pigment Dispersion; 3.1 Powder Wetting; 3.1.1 Wetting of Substrates; 3.1.2 Adhesion Tension;

3.1.3 Work of Adhesion, W_a ; 3.1.4 The Work of Cohesion
3.1.5 Spreading Coefficient, S ; 3.1.6 Contact Angle Hysteresis; 3.1.7
Reasons for Hysteresis; 3.1.8 Wenzel's Equation; 3.1.9 Surface
Heterogeneity; 3.1.10 Critical Surface Tension of Wetting; 3.1.11 Effect
of Surfactant Adsorption; 3.1.12 Wetting of Powders by Liquids; 3.1.13
Rate of Penetration of Liquids. The Rideal-Washburn Equation; 3.1.14
Measurement of Wettability of Powders; 3.1.14.1 Submersion Test -
Sinking Time or Immersion Time; 3.1.14.2 Measurement of Contact
Angles of Liquids and Surfactant Solutions on Powders; 3.1.15 Wetting
Agents for Hydrophobic Pigments
3.1.16 Adsorption and Wetting Dynamics
3.1.17 General Theory of
Adsorption Kinetics; 3.1.17.1 Adsorption Kinetics from Micellar
Solutions; 3.1.17.2 Experimental Techniques for Studying Adsorption
Kinetics; 3.2 Breaking of Aggregates and Agglomerates
(Deagglomeration); 3.2.1 Classification of Dispersants; 3.2.2
Assessment and Selection of Dispersants; 3.2.2.1 Adsorption
Isotherms; 3.2.3 Measurement of Dispersion and Particle Size
Distribution; 3.2.3.1 Optical Microscopy; 3.2.3.2 Electron Microscopy;
3.2.3.3 Confocal Scanning Laser Microscopy (CLSM); 3.2.3.4 Scattering
Techniques
3.3 Wet Milling (Comminution)
3.3.1 Bead Mills; 3.3.2 Principle of
Operation of Bead Mills; References; 4 Colloid Stabilization of Paint
Dispersions; 4.1 Electrostatic Double Layer Repulsion; 4.1.1 Structure
of the Solid/Liquid Interface - Origin of Charges on Surfaces; 4.1.2
Structure of the Electrical Double Layer; 4.1.2.1 Diffuse Double layer
(Gouy and Chapman); 4.1.2.2 Stern-Grahame Model of the Double
Layer; 4.1.3 Electrical Double Layer Repulsion; 4.1.4 Van der Waals
Attraction; 4.2 Total Energy of Interaction; 4.2.1 Deryaguin-Landau-
Verwey-Overbeek (DLVO) Theory
4.2.2 Flocculation of Electrostatically Stabilized Suspensions

Sommario/riassunto

The first modern approach to relate fundamental research to the applied science of colloids, this series bridges academic research and practical applications, thus providing the information vital to both. Written by the very best scientists in their respective disciplines, this volume describes the role of colloids in paints, highlighting the importance of fundamental research in industrial applications. For surface, polymer and physicochemists, materials scientists, and chemical engineers.

3. Record Nr.	UNINA9910275032303321
Autore	Albèra Philippe
Titolo	Bernd Alois Zimmermann : Revue Contrechamps n° 5 // Philippe Albèra
Pubbl/distr/stampa	Genève, : Éditions Contrechamps, 2018
ISBN	2-940599-04-1
Descrizione fisica	1 online resource (152 p.)
Altri autori (Persone)	BitterChristof DahlhausCarl EbbekeKlaus HelleuLaurence HöllerYork LombardiLuca ZimmermannBernd Alois AlbèraPhilippe
Soggetti	Music History musique compositeur esthétique histoire philosophie écrits fascisme musique contemporaine
Lingua di pubblicazione	Francese
Formato	Materiale a stampa
Livello bibliografico	Monografia