

1. Record Nr.	UNINA9910703885203321
Autore	Long Stuart A.
Titolo	An investigation of conformable antennas for the astronaut backpack communication system // Stuart A. Long [and three others]
Pubbl/distr/stampa	[Houston, Texas] : , : Applied Electromagnetics Laboratory, Department of Electrical Engineering, University of Houston, , June 1, 1988
Descrizione fisica	1 online resource (15 pages, 175 unnumbered pages) : illustrations
Collana	NASA-CR ; ; 182908
Soggetti	Extravehicular activity Portable equipment Radio communication Antenna radiation patterns Circular polarization
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Title from title screen (viewed June 30, 2015). "June 1, 1988." "Technical report number 88-18."
Nota di bibliografia	Includes bibliographical references (page 15).

2. Record Nr.	UNINA9910136773803321
Autore	Smith Kerry <1963->
Titolo	Experiential marketing : secrets, strategies, and success stories from the world's greatest brands / / Kerry Smith, Dan Hanover
Pubbl/distr/stampa	Hoboken, New Jersey : , : John Wiley & Sons, , [2016] ©2016
ISBN	1-119-14588-0
Descrizione fisica	ix, 214p. ; : ill. (b&w)
Collana	THEi Wiley ebooks
Disciplina	658.8
Soggetti	Target marketing Branding (Marketing)
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	The rise of the experience -- The psychology of engagement -- Developing an experiential strategy -- Anatomy of an experiential marketing campaign -- Digital plus live -- Experience design -- Proving performance and measurement -- The 10 habits of highly experiential brands -- The vocabulary of experiences -- Converting to an experience brand.
Sommario/riassunto	The most researched, documented, and comprehensive manifesto on experiential marketing. As customers take control over what, when, why, and how they buy products and services, brands face the complete breakdown and utter failure of passive marketing strategies designed more than a half-century ago. To connect with a new generation of customers, companies must embrace and deploy a new marketing mix, powered by a more effective discipline: experiences. Experiential marketing, the use of live, face-to-face engagements to connect with audiences, create relationships and drive brand affinity, has become the fastest-growing form of marketing in the world as the very companies that built their brands on the old Madison Avenue approach--including Coca-Cola, Nike, Microsoft, American Express and others--open the next chapter of marketing...as experiential brands. Using hundreds of case studies, exclusive research, and interviews with more than 150 global brands spanning a decade, global experiential marketing experts Kerry Smith and Dan Hanover present the most in-

depth book ever written on how companies are using experiences as the anchor of reinvented marketing mixes.
