

1. Record Nr.	UNINA9910814046703321
Titolo	Fundamentals of public relations and marketing communications in Canada / / William Wray Carney & Leah-Ann Lymer, editors
Pubbl/distr/stampa	Edmonton, Canada : , : Pica Pica Press, , 2015 ©2015
ISBN	1-77212-062-6
Descrizione fisica	1 online resource (537 pages)
Disciplina	658.8/02
Soggetti	Communication in marketing - Canada Public relations - Canada
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Sommario/riassunto	"Experts in public relations, marketing, and communications have created the most comprehensive textbook specifically for Canadian students and instructors. Logically organized to lead students from principles to their application--and generously supplemented with examples and case studies--the book features chapters on theory, history, law, ethics, research methods, planning, writing, marketing, advertising, media, and government relations, as well as digital, internal, and crisis communications. Chapters open with learning objectives and conclude with lists of key terms, review and discussion questions, activities, and recommended resources. Fundamentals of Public Relations and Marketing Communications in Canada will be essential in post-secondary classes and will serve as a valuable reference for established professionals and international communicators working in Canada."--

2. Record Nr.	UNINA9910160123503321
Titolo	Phase transitions
Pubbl/distr/stampa	Great Britain, : Gordon and Breach Science Publishers, 1979-[London], : Taylor & Francis
ISSN	1029-0338
Disciplina	536.401
Soggetti	Phase transformations (Statistical physics) Periodicals.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Periodico
Note generali	Refereed/Peer-reviewed Some nos. called special issues with distinctive titles.
Sommario/riassunto	"Condensed matter physics, crystallography, geophysics, materials science, metals & alloys, superconductivity."