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Autore	Higgins Richard
Titolo	Thoreau and the Language of Trees // Richard Higgins
Pubbl/distr/stampa	Berkeley, CA : , : University of California Press, , [2017] ©2017
ISBN	0-520-96731-3
Descrizione fisica	1 online resource (245 pages) : illustrations, photographs
Classificazione	HT 6715
Disciplina	818/.309
Soggetti	Trees in literature
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Previously issued in print: 2017.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Frontmatter -- Contents -- Foreword / Richardson, Robert D. -- A Note on Sources -- Introduction: Speaking the Language of Trees -- 1. AN EYE FOR TREES -- 2. A HEART FOR TREES -- 3. A POET'S TREES -- 4. A MIND FOR TREES -- 5. A SOUL FOR TREES -- 6. MY EMBLEM, THE PINE -- 7. KNIGHTING ELMS -- 8. A KINGDOM OF PRIMITIVE OAKS -- 9. TRANSFORMED BY SNOW -- 10. IN A BARQUE OF BARK -- Acknowledgments -- Notes -- Bibliography -- List of Thoreau Excerpts -- Illustration Credits -- Index
Sommario/riassunto	Trees were central to Henry David Thoreau's creativity as a writer, his work as a naturalist, his thought, and his inner life. His portraits of them were so perfect, it was as if he could see the sap flowing beneath their bark. When Thoreau wrote that the poet loves the pine tree as his own shadow in the air, he was speaking about himself. In short, he spoke their language. In this original book, Richard Higgins explores Thoreau's deep connections to trees: his keen perception of them, the joy they gave him, the poetry he saw in them, his philosophical view of them, and how they fed his soul. His lively essays show that trees were a thread connecting all parts of Thoreau's being-heart, mind, and spirit. Included are one hundred excerpts from Thoreau's writings about trees, paired with over sixty of the author's photographs. Thoreau's words are as vivid now as they were in 1890, when an English naturalist wrote that he was unusually able to "to preserve the flashing forest colors in unfading light." Thoreau and the Language of

Trees shows that Thoreau, with uncanny foresight, believed trees were essential to the preservation of the world.

2. Record Nr.	UNINA9910590072103321
Autore	Galli Federico
Titolo	Algorithmic Marketing and EU Law on Unfair Commercial Practices // by Federico Galli
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Springer, , 2022
ISBN	9783031136030 9783031136023
Edizione	[1st ed. 2022.]
Descrizione fisica	1 online resource (280 pages)
Collana	Law, Governance and Technology Series, , 2352-1910 ; ; 50
Disciplina	640.73 343.24071
Soggetti	Information technology - Law and legislation Mass media - Law and legislation Commercial law IT Law, Media Law, Intellectual Property Commercial Law
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Sommario/riassunto	Artificial Intelligence (AI) systems are increasingly being deployed by marketing entities in connection with consumers' interactions. Thanks to machine learning (ML) and cognitive computing technologies, businesses can now analyse vast amounts of data on consumers, generate new knowledge, use it to optimize certain processes, and undertake tasks that were previously impossible. Against this background, this book analyses new algorithmic commercial practices, discusses their challenges for consumers, and measures such developments against the current EU legislative framework on consumer protection. The book adopts an interdisciplinary approach, building on empirical findings from AI applications in marketing and

theoretical insights from marketing studies, and combining them with normative analysis of privacy and consumer protection in the EU. The content is divided into three parts. The first part analyses the phenomenon of algorithmic marketing practices and reviews the main AI and AI-related technologies used in marketing, e.g. Big data, ML and NLP. The second part describes new commercial practices, including the massive monitoring and profiling of consumers, the personalization of advertising and offers, the exploitation of psychological and emotional insights, and the use of human-like interfaces to trigger emotional responses. The third part provides a comprehensive analysis of current EU consumer protection laws and policies in the field of commercial practices. It focuses on two main legal concepts, their shortcomings, and potential refinements: vulnerability, understood as the conceptual benchmark for protecting consumers from unfair algorithmic practices; manipulation, the substantive legal measure for drawing the line between fair and unfair practices.

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