

1. Record Nr.	UNINA9910796900003321
Titolo	Emotional appeals in advertising banking services / / Emmanuel Mogaji
Pubbl/distr/stampa	United Kingdom : Emerald Publishing : Emerald Publishing Limited, 2018 : , : Emerald Publishing Limited, , 2018
ISBN	1-78756-301-4 1-78756-299-9
Descrizione fisica	1 online resource (121 pages) : illustrations
Collana	Emerald points
Disciplina	332.10688
Soggetti	Advertising - Banks and banking Business & Economics - Marketing - General Sales & marketing
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di bibliografia	Includes bibliographical references.
Sommario/riassunto	Advertisements are considered as stimuli which consumers will respond to. Banks can develop emotionally appealing advertisements, but they are not guaranteed a positive emotional reaction. The unprecedented turbulence and uncertainty experienced in the banking industry has increased the need to appear more appealing to consumers. Taking into consideration the global financial crisis, the current challenges of competition and open banking, and the looming threat of Brexit, this book explores how UK banks are pulling at consumers heart strings with appeals that are often filtered through personal ideologies, life experiences and previous exposure to brands. It investigates consumers perception of this strategy, as well as the wider implications of using emotional appeals in financial services advertising. Based on empirical data and research, this books will prove invaluable to students, researchers and managers alike.

2. Record Nr.	UNINA9910255195803321
Autore	Bleyen Lief
Titolo	Judicial Sales of Ships : A Comparative Study / / by Lief Bleyen
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Springer, , 2016
ISBN	3-319-24376-4
Edizione	[1st ed. 2016.]
Descrizione fisica	1 online resource (216 p.)
Collana	Hamburg Studies on Maritime Affairs, International Max Planck Research School for Maritime Affairs at the University of Hamburg, , 1614-2462 ; ; 36
Disciplina	343.73096
Soggetti	Conflict of laws Law of the sea International law Law—Europe Private International Law, International & Foreign Law, Comparative Law Law of the Sea, Air and Outer Space European Law
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.
Nota di contenuto	Introduction -- Existing international and European legal framework for judicial sales of ships -- Comparative analysis: Belgium -- Comparative analysis: The Netherlands -- Comparative analysis: England and Wales -- Comparative analysis: Summary -- International legal framework for recognition of foreign judicial sales of ships -- Main conclusions.
Sommario/riassunto	This work focuses on a specific aspect of the enforcement of maritime claims, namely judicial sales of ships, a procedure creditors typically resort to in the event of an irreversible default situation. A substantial part of the book approaches the topic from a comparative perspective, the goal being to assess the similarities and differences of the judicial sale procedure between three specific jurisdictions: Belgium, the Netherlands, and England & Wales. In this study, the comparison is used to further analyse the impacts of these differences on the effectiveness and reliability of the judicial sale procedure in each jurisdiction and also forms the basis for assessing the feasibility of

harmonising judicial sale procedures and fostering their acceptance. Considering the international character typical of judicial sales of ships, conflict-of-law questions are very likely to arise during these procedures. Accordingly, the comparative study, where appropriate, is viewed against a private international law background.

---