

1. Record Nr.	UNINA9910830253203321
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Titolo	Cell assembly with 3D bioprinting / / Yong He, Qing Gao, Yifei Jin
Pubbl/distr/stampa	Weinheim, Germany : , : Wiley-VCH, , [2022] ©2022
ISBN	3-527-82857-5 3-527-82859-1 3-527-82858-3
Descrizione fisica	1 online resource (371 pages)
Disciplina	610.28
Soggetti	Three-dimensional imaging in biology Three-dimensional printing - Equipment and supplies
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.

2. Record Nr.

UNINA9910298509403321

Titolo

Advances in Advertising Research (Vol. V) : Extending the Boundaries of Advertising / / edited by Ivana Bušljeta Banks, Patrick De Pelsmacker, Shintaro Okazaki

Pubbl/distr/stampa

Wiesbaden : , : Springer Fachmedien Wiesbaden : , : Imprint : Springer Gabler, , 2015

ISBN

3-658-08132-5

Edizione

[1st ed. 2015.]

Descrizione fisica

1 online resource (324 p.)

Collana

European Advertising Academy, , 2626-0328 ; ; 5

Disciplina

659.1

Soggetti

Marketing
Marketing research
Management
Market Research/Competitive Intelligence

Lingua di pubblicazione

Inglese

Formato

Materiale a stampa

Livello bibliografico

Monografia

Note generali

"Research"--Cover.

Nota di bibliografia

Includes bibliographical references at the end of each chapters.

Nota di contenuto

Advertising Appeals and Processing -- Online and Mobile Advertising.
- TV Advertising and Product Placement -- Cultural, Gender and Age Issues in Advertising -- Branding Challenges -- IMC.

Sommario/riassunto

Advances in Advertising Research are published by the European Advertising Academy (EAA). This volume is a compilation of research presented at the 12th International Conference in Advertising (ICORIA) which was held in Zagreb (Croatia) in June 2013. The conference gathered 105 leading researchers from 23 countries under the conference theme "To Boldly Go... Extending the Boundaries of Advertising". The book provides international state-of-the-art research with 23 articles by renowned scholars from the worldwide ICORIA network. Contents Advertising Appeals and Processing Online and Mobile Advertising TV Advertising and Product Placement Cultural, Gender and Age Issues in Advertising Branding Challenges IMC Target Groups Researchers, students, and practitioners in the fields of advertising, communications, marketing, and media management The Editors Ivana Bušljeta Banks is a senior lecturer in the Department of Marketing and Communication at the Zagreb School of Economics and Management. Patrick De Pelsmacker is professor of marketing at the

University of Antwerp, part-time professor of marketing at Ghent University (both in Belgium), and visiting professor at the Universities of Lugano, Genève (Switzerland), and IBS Moscow (Russia). Shintaro Okazaki is associate professor of marketing at the College of Economics and Business Administration, Universidad Autónoma de Madrid, Spain.
