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Record Nr.	UNINA9910477224203321
Autore	Rorty James
Titolo	Our Master's Voice : Advertising / / James Rorty, Jefferson Pooley
Pubbl/distr/stampa	Bethlehem : , : Mediastudies.press, , 2020
Descrizione fisica	1 online resource
Disciplina	659.1
Soggetti	Advertising - Management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Sommario/riassunto	"I was an ad-man once," James Rorty writes in this classic dissection of the advertising industry. Steeped in Rorty's leftist politics, Our Master's Voice presents advertising as the linchpin of a capitalist economy that it also helps justify. The book set off tremors when it was published in 1934, perhaps because its author so decisively repudiated his former profession. But Rorty and his spirited takedown of publicity were all but forgotten a decade later. The book is a neglected masterpiece, republished in this mediastudies.press edition with a new introduction by Jefferson Pooley."--

2. Record Nr.	UNINA9910299298703321
Autore	Börger Egon
Titolo	Modeling Companion for Software Practitioners / / by Egon Börger, Alexander Raschke
Pubbl/distr/stampa	Berlin, Heidelberg : , : Springer Berlin Heidelberg : , : Imprint : Springer, , 2018
ISBN	3-662-56641-9
Edizione	[1st ed. 2018.]
Descrizione fisica	1 online resource (362 pages)
Disciplina	005.3
Soggetti	Software engineering Logic, Symbolic and mathematical Management information systems Industrial management Software Engineering Mathematical Logic and Formal Languages Business Process Management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	1 Introduction: The Role of Modeling -- 2 Seven Constructs for Modeling Single-Agent Behavior -- 3 Modeling Concurrent Systems -- 4 Modeling Context Awareness -- 5 Modeling Business Processes -- 6 Modeling Distributed Dystems -- 7 Syntax and Semantics of ASMs -- 8 Debugging System Design (CoreASM) -- 9 Control State Diagrams (Meta Model) -- Epilogue -- A Some Complete Models in a Nutshell -- References -- Index.
Sommario/riassunto	This book uses a variety of applications to illustrate a modeling method that helps practitioners to manage complex software-intensive systems. The proposed method relies on the combination of its abstraction concept and its operational character, with behavioral models in the precise and simple form of Abstract State Machines (ASMs). The book introduces both the modeling method (Part I) and the available tool support (Part II): In Part I the authors detail (using numerous examples) how to construct, explain, debug, explore, extend and reuse accurate system design models, starting from scratch. Only

an elementary knowledge of common mathematical (including set-theoretic) notation and some basic experience with computational processes (systems, programs, algorithms) is assumed. Part II then shows how the modeling method can be supported by implementing tools that make design models executable and debuggable. To illustrate how to build, debug and maintain systems and to explain their construction in a checkable manner, a general, problem-oriented refinement method is adopted to construct system models from components. The method starts with abstract models and refines them step by step, incrementally adding further details that eventually lead to code. Intended for practitioners who build software intensive systems, and students specializing in software engineering, it can be used both for self-study and for teaching, and it can serve as a reference book. Exercises are included to help readers check their understanding of the explained concepts. For many models defined in the book, refinements to executable versions can be downloaded for experimental validation from the book's website at http: //modelingbook.informatik.uni-ulm.de.