1. Record Nr. UNINA9910793902403321

Autore	Michel Geraldine
Titolo	The art of successful brand collaborations : partnerships with artists, designers, museums, territories, sports, celebrities, science, good causes...and more / / Geraldine Michel and Reine Willing
Pubbl/distr/stampa	Milton Park, Abingdon, Oxon ; ; New York, NY : , : Routledge, , 2020 ©2020
ISBN	1-351-01445-5 1-351-01447-1 1-351-01446-3 9781351014472
Descrizione fisica	1 online resource (297 pages)
Disciplina	658.046
Soggetti	Strategic alliances (Business) - Management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Sommario/riassunto	"Brand collaborations are widely considered the art of the perfect match. This book is a guide to understanding the complex process of brand collaborations and explains the key factors of success to build this specific form of a partnership between businesses. The Art of Successful Brand Collaborations gives tangible examples of partnerships between various kinds of internationally renowned artists, celebrities, brands and companies such as Coca-Cola, Louis Vuitton, Puma, David Beckham, Pharrell Williams. In this vivid study, the academic and practitioner author team outline deep knowledge about the advantages and economic benefits of this marketing tool. This includes improvement of the brand image, development of the brand on new markets, attracting new customers within different target groups and obtainment of new market shares. Filled with interviews from practitioners and vital academic and professional insights, this book is an essential guide for brand managers, professors and students to better understand and implement the process of successful brand collaboration"--

2. Record Nr. UNINA9910300161603321

Titolo	Progress in Nanophotonics 5 / / edited by Takashi Yatsui
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Springer, , 2018
ISBN	3-319-98267-2
Edizione	[1st ed. 2018.]
Descrizione fisica	1 online resource (215 pages)
Collana	Nano-Optics and Nanophotonics, , 2192-1989
Disciplina	621.365
Soggetti	Lasers Nanoscience Quantum optics Microtechnology Microelectromechanical systems Nanochemistry Atomic structure Molecular structure Laser Nanophysics Quantum Optics Microsystems and MEMS Atomic and Molecular Structure and Properties
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Historical Review of Dressed Photons: Experimental Progress and Required Theories -- Virtual Photon Model by Spatio-temporal Vortex Dynamics -- Quantum Probability for Dressed Photons the Arcsine Law in Nanophotonics -- Control over o-shell QFT via Induction & Imprimitivity -- An Approach from Measurement Theory to Dressed Photon -- Response Theory Supporting Dressed Photons.
Sommario/riassunto	This book presents important topics in nanophotonics in review-style chapters written by world leading scientists. The book sketches the history of dressed photon science and technology and explains why advanced theories of dressed photons are required. To meet this

requirement, the recent results of theoretical studies and the theory of dressed photons are displayed by modifying the conventional electromagnetic theory. The classical theoretical model of spatiotemporal vortex dynamics is explained by treating the dressed photon as a space-like virtual photon. Also discussed in the book is the energy transfer of dressed photons, based on a quantum walk model and a quantum mechanical measurement process of dressed photons for connecting the nano- and macro-systems. Dressed photons are explained as quantum fields by characterizing them in momentum space. .