

1. Record Nr.	UNINA9910463322103321
Autore	Milliken Randall <1946-, >
Titolo	California and Great Basin olivella shell bead guide // Randall T. Milliken, Al W. Schwitalla ; photographs by David W. Nicholson
Pubbl/distr/stampa	London ; ; New York : , : Routledge, , 2016
ISBN	1-315-43252-8 1-315-43253-6 1-61132-233-2
Descrizione fisica	1 online resource (90 p.)
Altri autori (Persone)	NicholsonDavid W (Photographer) SchwitallaAl W
Disciplina	979.4/01
Soggetti	Indians of North America - California - Antiquities Shell beads - California Shell beads - Great Basin Electronic books. California Antiquities Great Basin Antiquities
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	First published 2012 by Left Coast Press, Inc.
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Contents; Foreword - Robert J. Jackson; Acknowledgements; Part I. Replica Set Purpose and History - Al W. Schwitalla; Overview of the Project; Documenting Replica Choices; Bead Reproduction Process; Part II. Replica Set Typology and Commentary - Randall T. Milliken; Naming Beads is no Substitute for Metrics; The 1987 Typology and 2007 Modifications; Rethinking Temporal Significance; Bead Description: Attributes and Indices; Olivella Specifies Differences ; Typology and Replica Set Examples ; Bibliography

2. Record Nr.	UNINA9910483034203321
Titolo	Gamification and consumer engagement : creating value in context of ICT development // editors, Rimantas Gatautis, Jurate Banyte, Elena Vitkauskaite
Pubbl/distr/stampa	Cham, Switzerland : , : Springer, , [2021] ©2021
ISBN	3-030-54205-X
Edizione	[1st edition 2021.]
Descrizione fisica	1 online resource (VIII, 216 p. 17 illus.)
Collana	Progress in IS
Disciplina	658.8342
Soggetti	Consumer behavior Gamification
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Introduction -- The concept of shared value in the context of newest marketing theories -- Consumer engagement in the context of value creation -- Expression of the concept of gamification in the context of ICT development -- The conceptual model of gamification-based consumer engagement in value creation -- Research methodology of gamification-based consumer engagement in value creation in the context of ICT development -- Research results of gamification-based consumer engagement in value creation in the context of ICT development -- Conclusions and further research directions.
Sommario/riassunto	In the context of rapid ICT development, this book focuses on how gamification affects consumer engagement and can be used to create a shared value for customers and companies. Based on the constructs of shared value, consumer engagement and gamification, it creates a conceptual model and a research methodology to enable empirical testing and provide complex empirical research findings. The book demonstrates the use of game elements and the motivation to play games as a means of achieving a psychological effect, i.e., consumer engagement manifested through gamified activities and brand engagement. This joint empirical study, by an expert team, concludes that the analysis of consumer perceived value in the context of

engagement in gamified activities should distinguish between not just the theoretically identified company/brand-related economic, emotional, functional and social values, but also between engagement-related social and functional values.

3. Record Nr.	UNINA9910341847103321
Autore	Adler Laure
Titolo	Le Bruit du monde : Le geste et la parole // Laure Adler, Emmanuel Ethis, Damien Malinas
Pubbl/distr/stampa	Avignon, : Éditions Universitaires d'Avignon, 2019
ISBN	2-35768-085-7
Descrizione fisica	1 online resource (132 p.)
Altri autori (Persone)	EthisEmmanuel MalinasDamien AdlerLaure AttounLucien IonatosAngélique JaïbiFadhel KhayounAziz LescotDavid RigaiIlMagali VeynePaul
Soggetti	Theater création artistique culture idée étrangère histoire tumulte vocation passion monde du spectacle
Lingua di pubblicazione	Francese
Formato	Materiale a stampa
Livello bibliografico	Monografia

Sommario/riassunto

Dans les lieux de culture et de savoir, les bruits du monde s'entendent, s'écoutent. Dans leurs propos, dans leurs sensibilités, dans leurs mémoires, la création artistique comme la recherche scientifique transforment et performent une conscience du monde et celle d'être au monde. Par le geste et la parole, le récit prend corps et fait sens, résonne et raisonne. L'écho provoqué par les comédiens, metteurs en scène, chorégraphes, réalisateurs, hommes et femmes des mondes de l'art et du spectacle redessine les formes de notre regard sur le monde.
