

1. Record Nr.	UNINA9910463255403321
Autore	Mootee Idris <1958->
Titolo	60-minute brand strategist [[electronic resource]] : the essential brand book for marketing professionals // Idris Mootee
Pubbl/distr/stampa	Hoboken, NJ, : Wiley, c2013
ISBN	1-118-65982-1 1-118-65996-1
Edizione	[1st edition]
Descrizione fisica	1 online resource (256 p.)
Disciplina	658.8/27
Soggetti	Branding (Marketing) Marketing Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Introduction -- All about brands -- Branding in a postmodern culture -- Strategic perspective of branding -- Managing brand value -- About the author.
Sommario/riassunto	Praise for 60-Minute Brand Strategist ""A fresh take on the wisdom of putting brand strategy at the heart of corporate strategy. Brilliant insights for a fast-moving world.""-Angela Ahrendts, CEO, Burberry ""Idris Mootee paints a sharp, comprehensive, and finely articulated analysis of the potential of meaningful brands in the 21st century's cultural scenario and business landscape. The result is a smart manual that reminds you and your company how to build relevant, authentic, sustainable, and successful brands in an evolving society.""-Mauro Porcini, Chief Design Of

2. Record Nr.	UNINA9910450541903321
Autore	Fitzgerald William <1952->
Titolo	Slavery and the Roman literary imagination / / William Fitzgerald [[electronic resource]]
Pubbl/distr/stampa	Cambridge : , : Cambridge University Press, , 2000
ISBN	1-107-11893-X 1-280-42111-8 0-511-17333-4 0-511-04073-3 0-511-15239-6 0-511-32335-2 0-511-61254-0 0-511-04927-7
Descrizione fisica	1 online resource (xi, 129 pages) : digital, PDF file(s)
Collana	Roman literature and its contexts
Disciplina	870.9/3520625
Soggetti	Latin literature - History and criticism Slavery in literature Slavery - Rome - History Slaves - Rome
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Title from publisher's bibliographic system (viewed on 05 Oct 2015).
Nota di bibliografia	Includes bibliographical references (p. 119-125) and indexes.
Nota di contenuto	Cover; Half-title; Series-title; Title; Copyright; Dedication; Contents; Acknowledgments; Introduction: living with slaves; CHAPTER 1. The other self: proximity and symbiosis; CHAPTER 2. Punishment: license, (self-) control and fantasy; CHAPTER 3. Slaves between the free; CHAPTER 4. The continuum of (servile) relationships; CHAPTER 5. Enslavement and metamorphosis; Epilogue; Bibliography; General index; Index of passages discussed
Sommario/riassunto	This book explores the presence of slaves and slavery in Roman literature and asks particularly what the free imagination made of the experience of living with slaves, beings who both were and were not fellow humans. As a shadow humanity, slaves furnished the free with other selves and imaginative alibis as well as mediators between and

substitutes for their peers. As presences that witnessed their owners' most unguarded moments they possessed a knowledge that was the object of both curiosity and anxiety. The book discusses not only the ideological relations of Roman literature to the institution of slavery, but also the ways in which slavery provided a metaphor for a range of other relationships and experiences, and in particular for literature itself. It is arranged thematically and covers a broad chronological and generic field.
