

1. Record Nr.	UNINA9910456864403321
Autore	Berman Margo <1947->
Titolo	Street-Smart Advertising [[electronic resource]] : How to Win the Battle of the Buzz
Pubbl/distr/stampa	Lanham, : Rowman & Littlefield Publishers, 2010
ISBN	1-282-71376-0 9786612713767 1-4422-0336-6
Descrizione fisica	1 online resource (257 p.)
Disciplina	659.1
Soggetti	Advertising Advertising media planning Commercial art Creation (Literary, artistic, etc.) Graphic design (Typography) Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	Contents; Preface; Acknowledgments; Chapter 01. Rev Up Your Thinking to Tackle Economic Shifts; Chapter 02. Play with Typography's Multiple Personalities; Chapter 03. Embrace Type as a Design Element; Chapter 04. Master the Design Elements; Chapter 05. Connect with Your Audience through Powerful Writing; Chapter 06. Spark the Creative Process for Focused Campaign Strategies; Chapter 07. Take Charge of the Design Principles; Chapter 08. Explore the Power of Color Psychology; Chapter 09. Discover Exciting Strategy-Based Ads and Campaigns Chapter 10. Learn the Latest through Inventive Case Studies with Impressive ResultsChapter 11. See Which Self-Promotions Really Work; Chapter 12. Be Inspired by Creative Tips from Conceptual Thinkers; Glossary; Selected Bibliography; Index; About the Author
Sommario/riassunto	Even the most creative minds need stimulation. Inspiration can come from examples of exceptional work, exercises designed to motivate, or time to reflect. The more inventive pieces the mind takes in, the more

resources it has to draw from. Street Smart Advertising: How to Win the Battle of the Buzz contains countless examples designed to jump-start the right side of the brain. Margo Berman's book is packed with memorable uses of new media, exciting on-strategy marketing, creative online work, insightful quotes by giants in the advertising industry, and exercises to strengthen creative thinking

2. Record Nr.	UNISA996383067203316
Autore	Tombes John <1603?-1676.>
Titolo	Theodulia: or, a just defence of hearing the sermons and other teaching of the present ministers of England [[electronic resource]] : To which is annexed an appendix for vindication of it from the abuses in the reply to it intituled Jerubbaal. By John Tombes, B.D
Pubbl/distr/stampa	London, : printed by E. Okes for Henry Eversden under the Crown Tavern in West-Smithfied [sic], 1670
Descrizione fisica	[20], 208, 205-352, 355-370, 313-333, [1] p
Soggetti	Dissenters, Religious
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	<p>Text is continuous despite pagination.</p> <p>With marginal notes and a final page of errata.</p> <p>Quire (o) is inserted between quires O and P, and corresponds to the second sequence of pp. 205-208; the second sequence of page numbers 205-208 is gathered in parentheses.</p> <p>In response to Brown, Robert. Jerubbaal: or, a vindication of the Sober testimony against sinful compliance, from the exceptions of Mr. Tombs, in answer to his Theodulia; and Douglas, Thomas. Martyrion Christianon, or, A Christian and sober testimony against sinfull compliance.</p> <p>Copy tightly bound; title page torn with partial loss of imprint.</p> <p>Reproduction of the original in the Dr. Williams' Library, London.</p>

