

1. Record Nr.	UNINA990007923730403321
Autore	Saracco, Carlo
Titolo	Guida del viticoltore / Carlo Saracco, Matteo Monchiero
Pubbl/distr/stampa	Bologna : Edizioni agricole de Il Sole 24 Ore, c2004
ISBN	88-506-4988-6
Edizione	[4. ed.]
Descrizione fisica	XIV, 506 p. ; 21 cm
Altri autori (Persone)	Monchiero, Matteo
Disciplina	634.8
Locazione	FAGBC
Collocazione	60 634.8 SARC 2004 60 634.8 SARC 2004 BIS
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia

2. Record Nr.	UNINA9910457866303321
Titolo	Bakhtinian perspectives on language, literacy, and learning / / edited by Arnetha F. Ball, Sarah Warshauer Freedman [[electronic resource]]
Pubbl/distr/stampa	Cambridge : , : Cambridge University Press, , 2004
ISBN	1-107-14839-1 1-280-54094-X 0-511-21534-7 0-511-21713-7 0-511-21176-7 0-511-31575-9 0-511-75500-7 0-511-21353-0
Descrizione fisica	1 online resource (xi, 349 pages) : digital, PDF file(s)
Collana	Learning in doing : social, cognitive and computational perspectives
Disciplina	302.2/244
Soggetti	Literacy - Social aspects Language and education Critical pedagogy
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 and indexes.
Nota di contenuto	Cover; Half-title; Series-title; Dedication; Title; Copyright; Contents; Contributors; Acknowledgments; PART I IDEOLOGIES IN DIALOGUE; 1 Ideological Becoming; 2 Dewey and Bakhtin in Dialogue; 3 Intertextualities; 4 The Teaching of Academic Language to Minority Second Language Learners; Voices in Dialogue; PART II VOICED, DOUBLE VOICED, AND MULTIVOICED DISCOURSES IN OUR SCHOOLS; 5 Performance as the Foundation for a Secondary School Literacy Program; 6 Double Voiced Discourse; 7 Narratives of Rethinking; 8 Ever Newer Ways to Mean; Voices in Dialogue; PART III HETEROGLOSSIA IN A CHANGING WORLD 9 New Teachers for New Times 10 Is Contradiction Contrary?; 11 A Bakhtinian Perspective on Learning to Read and Write Late in Life; 12 New Times and New Literacies; Voices in Dialogue; PART IV A CLOSING THOUGHT ON BAKHTINIAN PERSPECTIVES; 13 The Process of

## Sommario/riassunto

This 2004 book represents a multidisciplinary collaboration that highlights the significance of Mikhail Bakhtin's theories to modern scholarship in the field of language and literacy. Book chapters examine such important questions as: What resources do students bring from their home/community environments that help them become literate in school? What knowledge do teachers need in order to meet the literacy needs of varied students? How can teacher educators and professional development programs better understand teachers' needs and help them to become better prepared to teach diverse literacy learners? What challenges lie ahead for literacy learners in the coming century? Chapters are contributed by scholars who write from varied disciplinary perspectives. In addition, other scholarly voices enter into a Bakhtinian dialogue with these scholars about their ideas. These 'other voices' help our readers push the boundaries of current thinking on Bakhtinian theory and make this book a model of heteroglossia and dialogic intertextuality.

3. Record Nr.	UNINA9910781468903321
Autore	Chan Lawrence
Titolo	Social media marketing for digital photographers [[electronic resource]] / Lawrence Chan
Pubbl/distr/stampa	Indianapolis, IN, : John Wiley & Sons, c2012
ISBN	1-118-21436-6 1-283-33290-6 9786613332905 1-118-21447-1
Descrizione fisica	1 online resource (274 p.)
Collana	Wiley Desktop Editions
Disciplina	770.688
Soggetti	Photography - Internet marketing Commercial photography
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.

## Nota di contenuto

Social Media Marketing for Digital Photographers; Table of Contents; Introduction; Chapter 1: WHAT IS SOCIAL MEDIA?; The 2.0 Evolution; Dynamic Marketing; Earning Trust; Relevant Relationships; Emergence of Social Platforms; Social Politics; Socializing: Kenny Kim; Chapter 2: STRATEGIC PLANNING; SWOT Analysis; Structural Goals; Action Goals; Strategies Support Goals; Tactics Support Strategies; Socializing: Zach and Jody Gray; Chapter 3: AUDIENCE MATTERS; Zoom In; Examine; Capture; Evaluate; Socializing: Jerry Ghionis; Chapter 4: THE POWER OF CONTENT; Action Plan

Know Thyself ... and Stick with ItBe Personable; Emotional Triggers; Amplify Your Message; Delivery Persona; Say What?; Become the Authority; Validation; Chapter 5: SOCIAL MEDIA CHANNELS; Social Networks; Social Sharing; Social News; Social Bookmarking; Search Engine Optimization (SEO); Chapter 6: LAUNCH A SOCIAL MEDIA PROGRAM; Facebook; Twitter; YouTube; Engagement Habits; Socializing: Catherine Hall; Chapter 7: BLOGS AND WEBSITES; Blog Software and Hosting; Self-Hosted Blogs; Search Engine Optimization; Delivery Matters; Design; Landing Page; About Page; Pricing and Contact Pages; Blog Posts

Turn the Love AroundTitling Blog Posts; Metrics; Socializing: Christopher Becker; Chapter 8: PHOTOGRAPHY AS A SOCIAL LUXURY; Exclusivity; The Almighty Label; Defining Attribute; Attainability; Delivering the Luxury Promise; Follow Up; The Dream; Arbitrate Taste; Socializing: Grace Ormonde; Chapter 9: BRAND EVANGELISM; Building Belief; Philosophical Difference; Relatable Face; Identify Opposition; Create Community; Nurture Relationships; Chapter 10: SURVIVAL TIPS; Diversify; Integrate; Stay Current; Back-Up Plan; Expectations; Handling Criticism; Glossary; Index

## Sommario/riassunto

Teaching photographers how to use social media to grow their businesses With the rapid rise of both digital photography and social media, amateur photographers can now turn what was once a hobby into a thriving business. Social media sites such as Twitter, Facebook, LinkedIn, and Flickr offer loads of exciting marketing opportunities. This practical guide from a well-respected professional photographer shows you how to take advantage of social media to grow a profitable photography business. If you've been wondering which social media sites to use, how to use them, how often to use th