

1. Record Nr.	UNINA9910480700603321
Autore	Banet-Weiser Sarah
Titolo	Authentic™ : The Politics of Ambivalence in a Brand Culture // Sarah Banet-Weiser
Pubbl/distr/stampa	New York, NY : , : New York University Press, , [2012] ©2012
ISBN	0-8147-3937-7
Descrizione fisica	1 online resource (281 p.)
Collana	Critical Cultural Communication ; ; 30
Disciplina	658.8/27 658.827
Soggetti	Brand name products Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Front matter -- CONTENTS -- ACKNOWLEDGMENTS -- INTRODUCTION -- 1. BRANDING CONSUMER CITIZENS -- 2. BRANDING THE POSTFEMINIST SELF -- 3. BRANDING CREATIVITY -- 4. BRANDING POLITICS -- 5. BRANDING RELIGION -- CONCLUSION: THE POLITICS OF AMBIVALENCE -- NOTES -- INDEX -- ABOUT THE AUTHOR
Sommario/riassunto	Brands are everywhere. Branding is central to political campaigns and political protest movements; the alchemy of social media and self-branding creates overnight celebrities; the self-proclaimed “greening” of institutions and merchant goods is nearly universal. But while the practice of branding is typically understood as a tool of marketing, a method of attaching social meaning to a commodity as a way to make it more personally resonant with consumers, Sarah Banet-Weiser argues that in the contemporary era, brands are about culture as much as they are about economics. That, in fact, we live in a brand culture. Authentic™ maintains that branding has extended beyond a business model to become both reliant on, and reflective of, our most basic social and cultural relations. Further, these types of brand relationships have become cultural contexts for everyday living, individual identity, and personal relationships—what Banet-Weiser refers to as “brand cultures.” Distinct brand cultures, that at times overlap and compete

with each other, are taken up in each chapter: the normalization of a feminized "self-brand" in social media, the brand culture of street art in urban spaces, religious brand cultures such as "New Age Spirituality" and "Prosperity Christianity," and the culture of green branding and "shopping for change." In a culture where graffiti artists loan their visions to both subway walls and department stores, buying a cup of "fair-trade" coffee is a political statement, and religion is mass-marketed on t-shirts, Banet-Weiser questions the distinction between what we understand as the "authentic" and branding practices. But brand cultures are also contradictory and potentially rife with unexpected possibilities, leading Authentic™ to articulate a politics of ambivalence, creating a lens through which we can see potential political possibilities within the new consumerism.

2. Record Nr.	UNINA9910459458103321
Titolo	On Freud's "mourning and melancholia" / / edited by Leticia Glocer Fiorini, Thierry Bokanowski, Sergio Lewkowicz ; foreword by Ethel Spector Person
Pubbl/distr/stampa	Abingdon, Oxon ; ; New York, NY : , : Routledge, , 2018
ISBN	1-282-78014-X 9786612780141 1-84940-831-9
Descrizione fisica	1 online resource (308 p.)
Collana	Contemporary Freud : turning points and critical issues
Disciplina	150.19/52 150.1952
Soggetti	Loss (Psychology) Bereavement - Psychological aspects Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. 193-204) and index.
Nota di contenuto	pt. 1. "Mourning and melancholia" (1917e [1915]) -- pt. 2. Discussion of "Mourning and Melancholia."

Sommario/riassunto

Both melancholia and mourning are triggered by the same thing, that is, by loss. The distinction often made is that mourning occurs after the death of a loved one while in melancholia the object of love does not qualify as irretrievably lost.

3. Record Nr.

UNINA9910130845703321

Titolo

Acid gas injection and related technologies // edited by Ying (Alice) Wu and John J. Carroll ; cover design by Russell Richardson

Pubbl/distr/stampa

Salem, Massachusetts ; ; Hoboken, New Jersey : , : Scrivener Publishing : , : John Wiley & Sons, , 2011
©2011

ISBN

1-118-09426-3
1-118-09427-1

Descrizione fisica

1 online resource (470 p.)

Collana

Advances in Natural Gas Engineering

Disciplina

622
622.3385
622/.3382

Soggetti

Oil wells - Gas lift
Gas engineering
Electronic books.

Lingua di pubblicazione

Inglese

Formato

Materiale a stampa

Livello bibliografico

Monografia

Note generali

Description based upon print version of record.

Nota di bibliografia

Includes bibliographical references and index.

Nota di contenuto

""Acid Gas Injection and Related Technologies""; ""Contents"";
""Preface""; ""Acid Gas Injection: Past, Present, and Future""; ""Section 1:
Data and Correlation""; ""1. Equilibrium Water Content Measurements
For Acid Gas Mixtures""; ""1.1 Introduction""; ""1.2 Available Literature
Data""; ""1.3 Equilibration Vessels / Techniques""; ""1.3.1 The Visual
Dew Point Cell, VDP""; ""1.3.2 The Stirred Autoclave, SA, and Basic
Equilibrium Cell, EQ""; ""1.3.3 The Isolated Floating Piston with Micro
Sampler, IFP/I?S""; ""1.4 Water Analysis""; ""1.5 Sampling Issues for
Analytic Methods""
""1.6 Some Recent Results and Future Directions""""References""; ""2.

The Performance of State of the Art Industrial Thermodynamic Models for the Correlation and Prediction of Acid Gas Solubility in Water"; "2.1 Introduction"; "2.2 Thermodynamic Modeling"; "2.3 Water Content"; "2.4 Conclusions and Recommendations"; "Acknowledgements"; "Nomenclature"; "Subscripts"; "Superscripts"; "Greek Letters"; "References"; "3. The Research on Experiments and Theories about Hydrates in High-Sulfur Gas Reservoirs"; "3.1 Introduction" "3.1.1 The Progress of Experimental Test in High-CO₂ or H₂S-containing System" "3.1.2 The Progress of Prediction Model of High-CO₂ or H₂S-containing System"; "3.2 Experimental Tests"; "3.2.1 Experimental Process"; "3.2.2 Experimental Samples"; "3.2.3 Experimental Results"; "3.2.4 Alcohol and Glycol Systems"; "3.2.5 Electrolytes Systems"; "3.3 Thermodynamic Model"; "3.3.1 The Improvement of Chemical Potential of Hydration Phase"; "3.3.2 Calculation of Activity of Water Phase"; "3.3.3 The Phase Equilibrium Calculation of Water-gas- Electrolytes- Alcohols" "3.3.4 The Definition of Freezing Point in Inhibitors-containing System" "3.3.5 Improved Prediction Model of Hydrate"; "3.4 Experimental Evaluation"; "3.4.1 Experimental Evaluation of Thermodynamics Prediction Model of Hydrate"; "3.4.2 The Error Evaluation of the Improved Model for Experimental Data"; "3.4.3 Pure Water is Water-rich in System"; "3.4.4 The Alcohol Solution is Water-rich in System"; "3.4.5 The Electrolytes Solution is Water-rich in System"; "3.4.6 The Mixed of Electrolytes and Methanol Solution is Water-rich in System"; "3.5 Conclusions"; "Acknowledgements" "References" "4. An Association Model for the Correlation of the Solubility of Elemental Sulfur in Sour Gases"; "4.1 Introduction"; "4.2 Derivation of an Association Model"; "4.3 Calculation and Analysis of Solubility"; "4.4 Conclusions"; "Acknowledgements"; "References"; "5. Properties of CO₂ Relevant To Sequestration a€? Density"; "5.1 Introduction"; "5.2 Review and Correlation"; "5.2.1 Equations of State"; "5.3 Density"; "References"; "6. The Experimental Study of the Effect of the CO₂ Content on Natural Gas Properties at Gathering Conditions" "6.1 Introduction"

Sommario/riassunto

Large producers have started to use gas injection for their applications and in the future it is predicted that this trend will increase. This book is the most comprehensive and up-to-date coverage of this technique, which is rapidly increasing in importance and usage in the natural gas and petroleum industry. The authors, a group of the most well-known and respected in the field, discuss, in a series of papers, this technology and related technologies as to how they can best be used by industry to creating a safer, cleaner environment.

4. Record Nr.	UNINA9910812735903321
Titolo	Grant Writing For Dummies
Pubbl/distr/stampa	Hoboken, : Wiley, 2014
ISBN	1-118-85655-4
Edizione	[5th ed.]
Descrizione fisica	1 online resource (339 p.)
Collana	--For dummies
Classificazione	336.8
Disciplina	658.15 658.15/224 658.15224
Soggetti	Fund raising -- United States Fund raising Grants-in-aid -- United States Proposal writing for grants -- United States Proposal writing for grants United States
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	Contents at a Glance; Table of Contents; Introduction; About This Book; Foolish Assumptions; Icons Used in This Book; Beyond the Book; Where to Go from Here; Part I: Getting Started with Grant Writing; Chapter 1: Grant Writing 101; Getting Up to Speed on Grant-Seeking Basics; Recognizing the Value of a Funding Development Plan; Connecting to Public Sector Grant-Making Agencies; Scoping Out Sources of Private Sector Grants; Understanding What Goes into a Submission; Checking All Requirements for Grant Submission; Yes, No, Maybe: Tracking Submissions and Their Status Jumping for Joy or Starting All Over?Chapter 2: Thinking Strategically to Improve Your Odds of Success; Building the All-Important Funding Plan; Maximizing Your Chances for Success; Chapter 3: Arming Yourself with the Knowledge of What Funders Want; Giving Funders the Critical Details They Expect; Submitting Requested Attachments to Your Funding Request; Part II: Digging Up Grant Funding Opportunities; Chapter 4: Investigating the Government Options; Looking for Money at Home First via State and Local Agencies; Examining the Types of

Federal Grants

Using the Catalog of Federal Domestic Assistance Correctly Getting to Know Grants.gov; Making Politicians Work for You; Chapter 5: Exploring Grants.gov; Navigating Grants.gov; Knowing Who's Eligible to Submit a Grant Application; Getting Registered on Grants.gov; Downloading and Uploading Applications on Grants.gov; Getting Familiar with Federal Grant Application Forms; Chapter 6: Researching Potential Private Sector Funders; Getting Started with Private Sector Grant Research; Wading Through the Best and the Rest of Private Funders; Scanning a Funder's Criteria

Prioritizing Your Funding Sources Chapter 7: Finding Grant Monies for Individuals and Businesses; Pointing Out Who Awards Grants to Individuals; Locating Credible Grants for Your Start-Up Business;

Seeking Business Expansion Monies; Chapter 8: Seeking Funds for International Projects; Officially Acquiring NGO Status; Finding Sources for International Funding; Playing by International Rules; Part III: Maximizing Your Chances of Scoring a Grant Award; Chapter 9:

Assessing Federal Grant Opportunities for Your Agency; Walking Through a Federal Grant-Funding Announcement

Examining the Review Criteria Section Finding the Right Partners;

Chapter 10: Peering into the Peer Review Process; Getting Past the

Technical Review; Digesting the Peer Review Process; Writing What Peer

Reviewers Want to Read - And Fund; Scouting Out Info on Your Topic;

Asking Third-Party Evaluators for Help; Becoming a Peer Reviewer;

Chapter 11: Selling Your Grant Application with Storytelling; Putting Life into Your Case Statement; Using Proven Techniques in Your

Application; Scoring Big with a Dynamic Program Design; Part IV:

Writing to Win; Chapter 12: Providing Supporting Documentation

Knowing Who Wants What: Preliminary Documents

Sommario/riassunto

As the amount of established granting foundations increases, more money becomes available, but the application process can be long, tedious, and is always highly competitive. This title guides readers through the entire grant-winning process and provides consumers with 25% new and updated material in order to stay current with application protocol and new grant opportunities. Updated information includes: Advice for NGOs (non-government organizations) and NPOs (non-profit organizations) seeking assistance in the non-domestic grant arena Applying online for e-grants;
