

1. Record Nr.	UNINA9910461148403321
Titolo	Diplomacy for the 21st century : embedding a culture of science and technology throughout the department of state // Committee on Science and Technology Capabilities at the Department of State, Development, Security, and Cooperation, Policy and Global Affairs ; National Research Council of the National Academies
Pubbl/distr/stampa	Washington, District of Columbia : , : The National Academies Press, , [2015] ©2015
ISBN	0-309-37314-X
Descrizione fisica	1 online resource (190 p.)
Soggetti	Science - International cooperation Technology - International cooperation 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.
Nota di contenuto	Front Matter; Preface and Acknowledgments; Contents; Abbreviations and Acronyms; Summary; 1 Introduction; 2 A Rapidly Changing World; 3 A Whole-of-Society Approach in Incorporating Science and Technology into 21st Century Diplomacy; 4 Support of Science and Technology Policies, Programs, and Outreach by U.S. Embassies; 5 Enhancing Organizational and Personnel Capabilities; 6 Findings, Conclusions, and Recommendations; Appendixes; Appendix A: Request for Study from the Department of State; Appendix B: Biographies Of Committee Members Appendix C: Interim Recommendations of the Committee (April 2014) Appendix D: The Quadrennial Diplomacy and Development Review, 2011; Appendix E: Issues That Deserve Additional Analyses by Others; Appendix F: Committee Meeting Agendas; Appendix G: Organizations with Extensive International S&T Programs and Activities That Provided Data and Information on Relevant Programs to the Committee; Appendix H: Selected References; Appendix I: Global Investments in Science and Engineering-A Dynamic Landscape; Appendix J:

Interagency Challenges Set Forth in the 1999 Report  
Appendix K: International Engagement Activities of the National Science Foundation  
Appendix L: Environment, Science, Technology, and Health Officers Posted Overseas;  
Appendix M: Results of Department State's Questionnaire to ESTH Officers;  
Appendix N: Science and Technology Agreements Currently In Force;  
Appendix O: Regional ESTH Hub Locations and Staffing

2. Record Nr.	UNINA9910781104003321
Titolo	Sensory marketing : research on the sensuality of products // edited by Aradhna Krishna
Pubbl/distr/stampa	New York : , : Routledge, , 2010
ISBN	1-135-42995-2 0-203-89206-2 1-283-04593-1 9786613045935 1-135-42996-0
Descrizione fisica	1 online resource (427 p.)
Classificazione	85.40 83.05 QP 611
Altri autori (Persone)	KrishnaAradhna
Disciplina	658.8001/9
Soggetti	Marketing - Psychological aspects New products - Psychological aspects Sensuality Senses and sensation Consumer behavior
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 indexes.
Nota di contenuto	An introduction to sensory marketing -- Does touch matter? Insights from Haptic research in marketing / Joann Peck -- Touch : a gentle tutorial with implications for marketing / Roberta L. Klatzky -- Understanding the role of incidental touch in consumer behavior /

Andrea C. Morales -- Informational and affective influences of Haptics on product evaluation : is what I say how I feel? / Terry L. Childers and Joann Peck -- Scent marketing : an overview / Maureen Morrin -- The emotional, cognitive, and biological basics of olfaction : implications and considerations for scent marketing / Rachel S. Herz -- Do scents evoke the same feelings across cultures? Exploring the role of emotions / May O. Lwin and Mindawati Wijaya -- The impact of scent and music on consumer perceptions of time duration / Maureen Morrin, Jean-Charles Chebat, and Claire Gelinac-Chebat -- The sounds of the marketplace : the role of audition in marketing / Joan Meyers-Levy, Melissa G. Bublitz, and Laura A. Peracchio -- Auxiliary auditory ambitions : assessing ancillary and ambient sounds / Eric Yorkston -- Understanding the role of spokesperson voice in broadcast advertising / Darren W. Dahl -- Hear is the thing : auditory processing of novel nonword brand names / Marina Carnevale, Dawn Lerman, and David Luna -- Visual perception : an overview / Priya Raghubir -- Differences and similarities in hue preferences between Chinese and Caucasians / Amitaba Chattopadhyay, Gerald J. Gorn, and Peter Darke -- Does everything look worse in black and white? The role of monochrome images in consumer behavior / Eric A. Greenleaf -- Effects on visual weight perceptions of product image locations on packaging / Barbara E. Kahn and Xiaoyan Deng -- The gist of gustation : an exploration of taste, food, and consumption / Aradhna Krishna and Ryan S. Elder -- Psychology and sensory marketing, with a focus on food / Paul Rozin and Julia M. Hormes -- Estimating food quantity : biases and remedies / Pierre Chandon -- Do size labels have a common meaning among consumers? / Nilufer Z. Aydinoglu, Aradhna Krishna, and Brian Wansink -- A sense of things to come : future research directions in sensory marketing / Ryan S. Elder ... [et al.].

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#### Sommario/riassunto

"What is sensory marketing and why is it interesting and also important? Krishna defines it as 'marketing that engages the consumers senses and affects their behaviors.' In this edited book, the authors discuss how sensory aspects of products, i.e., the touch, taste, smell, sound, and look of the products, affect our emotions, memories, perceptions, preferences, choices, and consumption of these products. We see how creating new sensations or merely emphasizing or bringing attention to existing sensations can increase a product's or service's appeal. The book provides an overview of sensory marketing research that has taken place thus far. It should facilitate sensory marketing by practitioners and also can be used for research or in academic classrooms."--BOOK JACKET.

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