

1. Record Nr.	UNINA9910461483803321
Autore	Orlov Andrei A. <1960->
Titolo	Dark mirrors [[electronic resource] ] : Azazel and Satanael in early Jewish demonology / / Andrei A. Orlov
Pubbl/distr/stampa	Albany, : State University of New York Press, c2011
ISBN	1-4384-3953-9
Descrizione fisica	1 online resource (220 p.)
Disciplina	296.3/16
Soggetti	Jewish demonology Azazel (Jewish mythology) Devil Apocryphal books (Old Testament) - Translations into Slavic - History and criticism Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di bibliografia	Includes bibliographical references (p. 179-196) and index.
Nota di contenuto	Lightless shadows : symmetry of good and evil in early Jewish demonology -- "The likeness of heaven" : kavod of Azazel in the Apocalypse of Abraham -- Eschatological Yom Kippur in the Apocalypse of Abraham : the scapegoat ritual -- The garment of Azazel in the Apocalypse of Abraham -- The watchers of Satanael : the fallen angels traditions in 2 (Slavonic) enoch -- Satan and the visionary : apocalyptic roles of the adversary in the temptation narrative of the Gospel of Matthew -- The flooded arboretums : the garden traditions in the Slavonic version of 3 Baruch and the Book of Giants.

2. Record Nr.	UNINA9910298486503321
Autore	Weiß Stefanie
Titolo	Determinants of Private Label Attitude : Predicting Consumers' Brand Preferences Using Psychographics / / by Stefanie Weiß
Pubbl/distr/stampa	Wiesbaden : , : Springer Fachmedien Wiesbaden : , : Imprint : Springer Gabler, , 2015
ISBN	3-658-08672-6
Edizione	[1st ed. 2015.]
Descrizione fisica	1 online resource (153 p.)
Collana	BestMasters, , 2625-3577
Disciplina	330 658.4092 658.8 658.83
Soggetti	Marketing Marketing research Leadership Market Research/Competitive Intelligence Business Strategy/Leadership
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	Attitudes as Predictors of Intention -- Demographics and their Limitations -- The Predictive Power of Psychographics -- Managerial Implications. .
Sommario/riassunto	Various psychographic traits that most directly influence consumers' private label attitudes are the focal point of Stefanie Weiss' investigation. The author develops a comprehensive profile of psychographic predictors of attitude and identifies ways of translating these insights into managerial practice. Her conclusions thereby strongly contribute to understanding and describing purchasers of private labels and can be meaningfully applied to the management areas of brand positioning and market segmentation. The hypothesized relationships between consumers' private label attitude and various psychographic traits are tested on a sample of German and Austrian consumers using an online questionnaire. Their response data are then analyzed using the multiple regression technique. Contents Attitudes

as Predictors of Intention Demographics and their Limitations The  
Predictive Power of Psychographics Managerial Implications Target  
Groups Teachers and students of economics with the focus on  
marketing and brand management Executives and consultants in the  
field of marketing, brand management, retailing and market  
research The Author Stefanie Weiß has earned a Master's degree in  
Marketing and Branding at the IMC Krems in Austria.

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