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| 1. Record Nr.           | UNINA9910462583503321   |
| Autore                  | Nelson R. (Richard) <1903-, >   |
| Titolo                  | Outdoor advertising : its function in modern advertising and marketing // R. Nelson & A.E. Sykes ; with a foreword by C.B. Wrey   |
| Pubbl/distr/stampa      | Abingdon, Oxon : , : Routledge, , 2013  |
| ISBN                    | 1-136-66930-2<br>0-203-58261-6  |
| Descrizione fisica      | 1 online resource (198 p.)  |
| Collana                 | Routledge Library Editions: Advertising ; ; volume 8  |
| Altri autori (Persone)  | SykesA. E (Anthony Edmund)  |
| Disciplina              | 659.13  |
| Soggetti                | Advertising, Outdoor<br>Electronic books.   |
| Lingua di pubblicazione | Inglese   |
| Formato                 | Materiale a stampa  |
| Livello bibliografico   | Monografia  |
| Note generali           | First published in 1953 by George Allen & Unwin Ltd.  |
| Nota di bibliografia    | Includes bibliographical references.  |
| Nota di contenuto       | Cover; Half Title; Title Page; Copyright Page; Original Title Page; Original Copyright Page; Table of Contents; Authors' Note; Introduction; Foreword; Part 1; Chapter I Poster Sites and Poster Contractors; Chapter II The Outdoor Advertising Agency; Chapter III Poster Design; Chapter IV Poster Printing; Part 2; Chapter V Outdoor Advertising-The Medium; Chapter VI Using Outdoor Advertising; Chapter VII The Outdoor Agency in Action; Part 3; Chapter VIII Measuring the Poster Audience; Chapter IX Further Development; Part 4; Chapter X Social Aspects of Outdoor Advertising<br>Chapter XI The Town and Country Planning ActReferences; Appendices; 1 The Population of Great Britain & Northern Ireland; 2 Costs of Poster Campaigns; 3 Transportation Advertising-Traffic and Poster Sizes; 4 Transportation Advertising-Schedules and Costs; 5 Standard Conditions of Trading; 6 Sections 31 and 32-The Town & Country Planning Act, 1947; 7 Glossary |
| Sommario/riassunto      | The poster as we know it dates from the Industrial Revolution, although one form of outdoor advertising has existed for many centuries. Industrialisation meant that producer became separated from consumer while production for mass consumption rapidly increased, so that a development was necessary in the methods employed in bringing to public notice the merits and very existence of many goods. Billsticking began, a business rife with skulduggery, and in the second half of the   |

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| 2. Record Nr.           | UNISA996392032703316   |
| Autore                  | Exquemelin A. O (Alexandre Olivier)  |
| Titolo                  | The history of the bucaniers of America, or, A true account of the most remarkable assaults committed (of late years) upon the coasts of the West Indies by the bucaniers of Jamaica and Tortuga, English, Dutch, Portuguese &c [[electronic resource]] : wherein are contain'd ... the unparallel'd exploits of Sir Henry Morgan, our English Jamaican hero ... // written by John Esquemeling and Basil Ringrose |
| Pubbl/distr/stampa      | London, : Printed for William Whitwood, and sold by Anthony Feltham, 1695  |
| Edizione                | [In this second edition is added the dangerous voyages and bold attempts of Capt. Cook and Capt. Sharp in the south sea]   |
| Descrizione fisica      | [9], 47 [i.e. 55], 80, 84, [26], 212, [24] p., [11] leaves of plates (some folded) : ill., maps, ports   |
| Altri autori (Persone)  | RingroseBasil <d. 1686.>   |
| Soggetti                | Buccaneers<br>West Indies History  |
| Lingua di pubblicazione | Inglese  |
| Formato                 | Materiale a stampa   |
| Livello bibliografico   | Monografia   |
| Note generali           | "In IV parts complete."<br>Running title: Bucaniers of America.<br>Pt. 4 has caption title: Bucaniers of America. The second volume.<br>Containing the dangerous voyage of Captain Bartholomew Sharp ... in the south sea ...<br>Includes indexes.<br>Reproduction of original in the Huntington Library.  |
| Sommario/riassunto      | eebo-0113  |

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| 3. Record Nr.           | UNISALENT0991003147669707536  |
| Autore                  | Loreto, Luigi   |
| Titolo                  | La grande insurrezione libica contro Cartagine del 241-237 a.C. : una storia politica e militare / Luigi Loreto |
| Pubbl/distr/stampa      | Roma : Ecole française de Rome, 1995  |
| ISBN                    | 2728303509  |
| Descrizione fisica      | X, 238 p. ; 24 cm.  |
| Collana                 | Collection de l'école française de Rome ; 211   |
| Soggetti                | Cartagine Storia -241-237 a.C.  |
| Lingua di pubblicazione | Italiano  |
| Formato                 | Materiale a stampa  |
| Livello bibliografico   | Monografia  |
| Note generali           | Bibliografia: p. [215]-225. Indici.   |