

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 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 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 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

nineteenth century an enterprising billposter took the step that changed outdoor advertising forever: he rented a sit

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 West Indies History
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	"In IV parts complete." Running title: Bucaniers of America. Pt. 4 has caption title: Bucaniers of America. The second volume. Containing the dangerous voyage of Captain Bartholomew Sharp ... in the south sea ... Includes indexes. Reproduction of original in the Huntington Library.
Sommario/riassunto	eebo-0113

3. Record Nr.	UNISALENTO991003147669707536
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.