

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.	UNINA9910349295403321
Titolo	Snake Venoms [[electronic resource] /] / edited by Hidetoshi Inagaki, Carl-Wilhelm Vogel, Ashis K. Mukherjee, Tarek R. Rahmy
Pubbl/distr/stampa	Dordrecht : , : Springer Netherlands : , : Imprint : Springer, , 2020
ISBN	94-007-6648-3
Descrizione fisica	1 online resource (XX, 480 p. 30 illus., 15 illus. in color.)
Collana	Toxinology, , 2542-761X
Disciplina	610
Soggetti	Medicine Pharmacology Pharmaceutical technology Life sciences Biochemistry Animal physiology Biomedicine, general Pharmacology/Toxicology Pharmaceutical Sciences/Technology Life Sciences, general Animal Biochemistry Animal Physiology
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Sommario/riassunto	In recent years, the field of Toxinology has expanded substantially. On the one hand it studies venomous animals, plants and micro organisms in detail to understand their mode of action on targets. While on the other, it explores the biochemical composition, genomics and proteomics of toxins and venoms to understand their three interaction with life forms (especially humans), development of antidotes and

exploring their pharmacological potential. Therefore, Toxinology has deep linkages with biochemistry, molecular biology, anatomy and pharmacology. In addition, there is a fast developing applied subfield, clinical toxinology, which deals with understanding and managing medical effects of toxins on human body. Given the huge impact of toxin-based deaths globally, and the potential of venom in generation of drugs for so-far incurable diseases (for example, Diabetes, Chronic Pain), the continued research and growth of the field is imminent. This has led to the growth of research in the area and the consequent scholarly output by way of publications in journals and books. Despite this ever growing body of literature within biomedical sciences, there is still no all-inclusive reference work available that collects all of the important biochemical, biomedical and clinical insights relating to Toxinology. The Handbook of Toxinology aims to address this gap and cover the field of Toxinology comprehensively.

3. Record Nr.	UNINA9910138816503321
Titolo	Balkan studies
Pubbl/distr/stampa	Thessaloniki, Greece, : The Institute for Balkan Studies, [1960]-
ISSN	2241-1674
Disciplina	949.605
Soggetti	History Periodicals. Balkan Peninsula Periodicals Balkan Peninsula History Periodicals Balkan Peninsula Balkan
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Periodico
Note generali	Refereed/Peer-reviewed

