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Titolo	Morphology and its interfaces [[electronic resource] /] / edited by Alexandra Galani, Glyn Hicks, George Tsoulas
Pubbl/distr/stampa	Amsterdam ; ; Philadelphia, : John Benjamins Pub. Co., 2011
ISBN	1-283-23448-3 9786613234483 90-272-8701-5
Descrizione fisica	1 online resource (364 p.)
Collana	Linguistik aktuell = Linguistics today (LA), , 0166-0829 ; ; v. 178
Altri autori (Persone)	GalaniAlexandra HicksGlyn TsoulasGeorge
Disciplina	415/.9
Soggetti	Grammar, Comparative and general - Morphology 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 and index.
Nota di contenuto	pt. 1. Interfaces with syntax and phonology -- pt. 2. Interfaces with semantics and the lexicon -- pt. 3. Interfaces in psycholinguistics and language acquisition.
Sommario/riassunto	One of the most striking trends across linguistic research in recent years has been the examination of the interfaces between the various subcomponents of the language faculty. Yet, approaches to these interfaces across different theoretical frameworks differ substantially. This volume pulls together research into Morphology and its interfaces from researchers employing a variety of different theoretical and methodological perspectives: Morphology is a diverse field, and rather than aiming to collect works sharing a particular approach or framework of assumptions, this collection instead captu

2. Record Nr.	UNINA9910463255003321
Autore	Malefyt Timothy de Waal
Titolo	Advertising and anthropology : ethnographic practice and cultural perspectives // Timothy de Waal Malefyt and Robert J. Morais
Pubbl/distr/stampa	London : , : Routledge, Taylor & Francis Group, , 2020
ISBN	1-000-18286-X 1-003-08437-0 0-85785-204-3 1-4742-1413-4 0-85785-203-5
Edizione	[English ed.]
Descrizione fisica	1 online resource (187 p.)
Disciplina	659.1/042
Soggetti	Advertising - Social aspects Anthropology Marketing research Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	"First published 2012 by Berg Publishers."
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Cover; Half Title; Title; Copyright; Contents; Acknowledgments; Preface; Part I: Introduction; 1 Anthropologists In and Out of Advertising; Part II: Toward an Understanding of Advertising Agencies; 2 Advertising Meetings and Client Relationships; 3 Rituals of Creativity in Advertising Agencies; 4 Fieldwork in Advertising Research; 5 Advertising Emotions; 6 Creativity, Person, and Place; Part III: Applying Anthropology in Advertising Agencies; 7 Advertising, Automobiles, and the Branding of Luxury; 8 Business Anthropology Beyond Ethnography; 9 Ethics in Advertising 10 Hybrid Research Methodologies and Business SuccessPart IV: Conclusion; 11 The Future of Advertising Anthropology; Notes; References; Index
Sommario/riassunto	Examining theory and practice, Advertising and Anthropology is a lively and important contribution to the study of organizational culture, consumption practices, marketing to consumers and the production of creativity in corporate settings. The chapters reflect the authors'

extensive lived experienced as professionals in the advertising business and marketing research industry. Essays analyze internal agency and client meetings, competitive pressures and professional relationships and include multiple case studies. The authors describe the structure, function and process of advertising agency work, the mediation and formation of creativity, the centrality of human interactions in agency work, the production of consumer insights and industry ethics. Throughout the book, the authors offer concrete advice for practitioners. Advertising and Anthropology is written by anthropologists for anthropologists as well as students and scholars interested in advertising and related industries such as marketing, marketing research and design.

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