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Autore	MacClancy Jeremy
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Nota di contenuto	Cover; Title page; Copyright page; Contents; Acknowledgments; 1: Beating the Bounds of Discipline? Innovation at the Margins and Beyond; Anthropology for Beginners; Past Imperfect, Present Tense; Bring Out Your Dead; Sketching a History of Anthropology, Popular or Otherwise; Anthropology as adventure: From reformists to Frazer, via the Aran Islands; Malinowski's moment; Postwar positioning: Withdrawal from the forum; Anthropology Foxed; Anthropology Netted, and Other Pagan Practice; Contrasts, Continuities; Notes 2: John Layard, "Study of a Failure": An Innovative Integrated Approach from the PsychoanalystA Life; Stone Men; Diffusing Jung; The Psyche in British Academic Society; Notes; 3: Geoffrey Gorer, "Britain's Margaret Mead": Blending Anthropology and Travelogue; A Life; Africa Sells, Bali Too; Low Living on High Ground? Gorer Does Fieldwork; Allying Anthropology and Neo-Freudianism for the Allies; Keeping Busy; Gorer, Mead, Love, Sex; How to Straddle the Academic and the Popular, Mead-Style; Kinship at the Core: Gorer's Relations with British

Anthropologists; Gorer Lives?; Notes

4: Robert Graves: Empowering Anthropological Modes of Explanation in Myth and RitualA Life; Rivers, Graves, the Trenches, the Underworld; Goddesses, Muses, and Other Modes of Thought; Magic, Witchcraft, and Other Gravesian Modes of Thought; Anthropologica; Academe, the Poet, and the Popular; The Perils of Collaborating with Charisma; Anthropologists, Academic and Otherwise; Of the Poker- and the Po-Faced: Graves, His Critics, and His Co-Believers; Notes; 5: Mass Observation: A Radical, Popular Ethnography of the People, by the People, and for the People; A Democratic Surrealism
A Day in the LifeGoing Bush in Bolton; Observing Mass Observation; Assessing Mass Observation; From MO to PoMo; Notes; 6: The Literary Image of the Anthropologist; A Note on Terminology, and a Caveat; Character; Fieldwork; Function; No Time for a Conclusion?; Notes; 7: Parting Comments: Public Interest, Multiple Anthropologies; Note; Bibliography; Archives; Interviews; Books, Articles; Index

Sommario/riassunto

This articulate and authoritative survey of both the popular and academic trends in anthropology demonstrates the broad relevance of anthropological knowledge and argues for a more inclusive conception of the discipline that engages the public imagination. Demonstrates the evolving social contexts of British anthropological theory and practice from the mid-19th centuryHighlights the importance of popular anthropology in forming and sustaining the professional disciplineExplores the past and present cross-fertilization of anthropologists, scientists and prominent

2. Record Nr.	UNINA9910817517203321
Autore	Li Cong
Titolo	Effective advertising strategies for your business / / Cong Li
Pubbl/distr/stampa	New York, New York (222 East 46th Street, New York, NY 10017) : , : Business Expert Press, , 2014
ISBN	1-60649-869-X
Edizione	[First edition.]
Descrizione fisica	1 online resource (134 p.)
Collana	Marketing strategy collection, , 2150-9662
Disciplina	658.802
Soggetti	Target marketing Advertising
Lingua di pubblicazione	Inglese
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Livello bibliografico	Monografia
Note generali	Part of: 2014 digital library.
Nota di bibliografia	Includes bibliographical references (pages 109-120) and index.
Nota di contenuto	1. How does advertising function in general? -- 2. What are the three advertising strategies? -- 3. How does standardized advertising strategy work? -- 4. How does targeted advertising strategy work? -- 5. How does individualized advertising strategy work? -- 6. How to gather consumer insights for advertising -- 7. How to incorporate consumer insights into advertising -- 8. How to integrate different advertising strategies together -- Notes -- References -- Index.
Sommario/riassunto	As the media landscape has evolved over the past few years, especially with the emergence of interactive media and social media, the philosophy of advertising is significantly changing. Most businesses realize that the days when they relied on three national networks (ABC, NBC, and CBS) and a few national newspapers to advertise are gone; thus, they begin to find alternatives to standardized advertising. Many of them begin to adopt more individualized advertising approaches, empowered by the Internet technologies. Although a few high-technology companies--such as Google, Facebook, and Amazon--are showing success in delivering individualized advertising messages to consumers, this approach (including both personalization and customization) is not suitable for all businesses. The problem is that many companies don't know what strategy is the best for their business. The purpose of this book is to describe in detail and discuss the pros and cons of each of the three fundamental strategies of advertising: standardized, targeted, and individualized. The importance

of collecting consumer insights and incorporating those insights into advertising messages will be highlighted. No single strategy is absolutely more effective than the others; however, here you are given a real strategy based on a scrutiny of the value proposition of the business and expectations of consumers.
