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| 1. Record Nr.           | UNINA9910464454203321                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| Autore                  | Beasley Ron <1945->                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| Titolo                  | Persuasive signs [[electronic resource]] : the semiotics of advertising / by Ron Beasley, Marcel Danesi                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| Pubbl/distr/stampa      | Berlin ; New York, : Mouton de Gruyter, 2002                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| ISBN                    | 978-3-11-088800-3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| Edizione                | [Reprint 2010]                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| Descrizione fisica      | 1 online resource (208 pages)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Collana                 | Approaches to applied semiotics ; 4                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| Classificazione         | QP 632                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| Altri autori (Persone)  | DanesiMarcel <1946->                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| Disciplina              | 659.1/01/4                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| Soggetti                | Werbesprache<br>Werbebotschaft<br>Semiotik<br>Advertising<br>Signs and symbols<br>Semiotics<br>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 (p. [175]-190) and index.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Nota di contenuto       | Front matter -- Chapter I Advertising as social discourse -- Chapter II Creating recognizability for the product -- Chapter III Creating textuality -- Chapter IV Advertising and culture -- Appendix: Exercises for classroom or personal study use -- Glossary of technical terms -- Works cited and general bibliography -- Index                                                                                                                                                                                                                           |
| Sommario/riassunto      | Using both verbal and nonverbal techniques to make its messages as persuasive as possible, advertising has become an integral component of modern-day social discourse designed to influence attitudes and lifestyle behaviors by covertly suggesting how we can best satisfy our innermost urges and aspirations through consumption. This book looks at the categories of this form of discourse from the standpoint of semiotic analysis. It deals with the signifying processes that underlie advertising messages in print, electronic, and digital form. |

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| 2. Record Nr.           | UNISALENTO991002589939707536                                                                                                          |
| Autore                  | International Congress of Medieval Canon Law (3d ; 1968 ; Strasbourg)                                                                 |
| Titolo                  | Proceedings of the Third International Congress of Medieval Canon Law<br>: Strasbourg, 3-6 September 1968 / edited by Stephan Kuttner |
| Pubbl/distr/stampa      | Città del Vaticano : Biblioteca Apostolica Vaticana, 1971                                                                             |
| Descrizione fisica      | xxiv, 271 p. ; 25 cm                                                                                                                  |
| Collana                 | Monumenta iuris canonici. Series C, Subsidia ; 4                                                                                      |
| Altri autori (Persone)  | Kuttner, Stephan                                                                                                                      |
| Disciplina              | 262.90                                                                                                                                |
| Soggetti                | Diritto canonico - Congressi                                                                                                          |
| Lingua di pubblicazione | Inglese                                                                                                                               |
| Formato                 | Materiale a stampa                                                                                                                    |
| Livello bibliografico   | Monografia                                                                                                                            |
| Note generali           | In Inglese, Francese, Tedesco, Italiano, Latino e Spagnolo                                                                            |
| Nota di bibliografia    | Include riferimenti bibliografici e indici                                                                                            |

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| 3. Record Nr.           | UNINA9910561292203321                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| Autore                  | Gupta A                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| Titolo                  | Magnetic Properties of Paramagnetic Compounds, Magnetic Susceptibility Data, Volume 4 : A Supplement to Landolt-Börnstein II/31 Series                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| Pubbl/distr/stampa      | Berlin, Heidelberg : , : Springer Berlin / Heidelberg, , 2021<br>©2021                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| ISBN                    | 9783662624746<br>3662624745                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| Edizione                | [1st ed.]                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| Descrizione fisica      | 1 online resource (1483 pages)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Altri autori (Persone)  | PardasaniR. T<br>PardasaniP                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| Disciplina              | 538.364                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| Lingua di pubblicazione | Inglese                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| Formato                 | Materiale a stampa                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| Livello bibliografico   | Monografia                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| Nota di contenuto       | Intro -- Preface -- Contents -- Introduction -- General Remarks -- Organization of Files -- SpringerMaterials Term -- Experimental Methods for Determination of Magnetic Susceptibility -- Theoretical Aspects of Paramagnetic Susceptibility -- References -- Part I: Cu -- Magnetic properties of copper(I) complex with verdazyl radical -- Substance -- Gross Formula -- Properties -- Structure -- Data -- Additional Remarks -- Symbols and Abbreviations -- Reference -- Magnetic properties of copper(II) tellurite complex -- Substance -- Gross Formula -- Properties -- Structure -- Data -- Symbols and Abbreviations -- Reference -- Magnetic properties of copper(II) complex with 1-(2-chloroethyl)tetrazole -- Substance -- Gross Formula -- Properties -- Structure -- Data -- Additional Remarks -- Symbols and Abbreviations -- Reference -- Magnetic properties of copper(II) complex with methyl[2-(pyridylmethyl)- {2-((2-pyridylmethyl)amino)ethyl}amine]-copper(II) pe... -- Substance -- Gross Formula -- Properties -- Structure -- Data -- Symbols and Abbreviations -- Reference -- Magnetic properties of copper(II) complex with methyl[2-{{pyridylmethyl} amino}-ethyl]amine -- Substance -- Gross Formula -- Properties -- Structure -- Data -- Symbols and Abbreviations -- Reference -- Magnetic properties of |

copper(II) complex with bis(2-pyridylmethyl)amine -- Substance --  
 Gross Formula -- Properties -- Structure -- Data -- Symbols and  
 Abbreviations -- Reference -- Magnetic properties of dimeric copper(II)  
 complex with tripod ligand, tris- [2-[(2-pyridylmethyl)amino]ethyl]  
 amine -- Substance -- Gross Formula -- Properties -- Structure --  
 Data -- Additional Remark -- Symbols and Abbreviations -- Reference --  
 Magnetic properties of mononuclear copper(II) complex with  
 azacyano-carbanion and pyridine ligand -- Substance -- Gross  
 Formula -- Properties -- Structure -- Data.  
 Additional Remarks -- Symbols and Abbreviations -- Reference --  
 Magnetic properties of dimeric copper(II) complex with  
 tetracyanoquinodimethane and pyridine ligand -- Substance -- Gross  
 Formula -- Properties -- Structure -- Data -- Additional Remarks --  
 Symbols and Abbreviations -- Reference -- Magnetic properties of bis-  
 (1,5-diaminotetrazole)dichlorocopper(II) -- Substance -- Gross  
 Formula -- Properties -- Structure -- Data -- Additional Remarks --  
 Symbols and Abbreviations -- Reference -- Magnetic properties of  
 copper(II) complex with 2-(2-pyridyl)imino-N-(2-thiazolin-2-yl)-  
 thiazolidine -- Substance -- Gross Formula -- Properties -- Structure  
 -- Data -- Symbols and Abbreviations -- Reference -- Magnetic  
 properties of copper(II) complex with sulfurated triazoline derivative of  
 glycine -- Substance -- Gross Formula -- Properties -- Structure --  
 Data -- Additional Remarks -- Symbols and Abbreviations -- Reference --  
 Magnetic properties of copper(II) complex with macrocyclic ligand  
 containing thiosemicarbazone moiety -- Substance -- Gross Formula  
 -- Properties -- Structure -- Data -- Symbols and Abbreviations --  
 Reference -- Magnetic properties of copper(II) sulphato complex with  
 macrocyclic ligand containing thiosemicarbazone moiety -- Substance  
 -- Gross Formula -- Properties -- Structure -- Data -- Additional  
 Remark -- Symbols and Abbreviations -- Reference -- Magnetic  
 properties of copper(II) nitrate complex with macrocyclic ligand  
 containing thiosemicarbazone moiety -- Substance -- Gross Formula  
 -- Properties -- Structure -- Data -- Additional Remark -- Symbols  
 and Abbreviations -- Reference -- Magnetic properties of copper(II)  
 chloro complex with macrocyclic ligand containing thiosemicarbazone  
 moiety -- Substance -- Gross Formula -- Properties -- Structure --  
 Data -- Additional Remark -- Symbols and Abbreviations -- Reference.  
 Magnetic properties of copper(II) complex with chelating resin  
 containing tridentate Schiff-base -- Substance -- Gross Formula --  
 Properties -- Structure -- Data -- Additional Remark -- Symbols and  
 Abbreviations -- Reference -- Magnetic properties of copper(II)  
 complex with N-4-acetophenyl-3-carboxy-salicylaldehyde --  
 Substance -- Gross Formula -- Properties -- Structure -- Data --  
 Symbols and Abbreviations -- Reference -- Magnetic properties of  
 copper(II) complex with N-4-acetophenyl-5-bromo- salicylaldehyde --  
 Substance -- Gross Formula -- Properties -- Structure -- Data --  
 Symbols and Abbreviations -- Reference -- Magnetic properties of  
 copper(II) complex with N-3-acetophenyl-salicylaldehyde -- Substance  
 -- Gross Formula -- Properties -- Structure -- Data -- Symbols and  
 Abbreviations -- Reference -- Magnetic properties of copper(II)  
 complex with N-4-acetophenyl-salicylaldehyde -- Substance -- Gross  
 Formula -- Properties -- Structure -- Data -- Symbols and  
 Abbreviations -- Reference -- Magnetic properties of mixed ligand  
 complex of copper(II) with salicylidenevalinate and imidazolate --  
 Substance -- Gross Formula -- Properties -- Structure -- Data --  
 Symbols and Abbreviations -- Reference -- Magnetic properties of  
 mononuclear copper(II) complex with salicylidenevalinate -- Substance  
 -- Gross Formula -- Properties -- Structure -- Data -- Symbols and

Abbreviations -- Reference -- Magnetic properties of copper(II) complex with 8-(2-azobenzothiazolyl)-7-hydroxy-4-methylcoumarin -- Substance -- Gross Formula -- Properties -- Structure -- Data -- Symbols and Abbreviations -- Reference -- Magnetic properties of copper(II) complex with N-isonicotinoyl-N-p-hydroxythiobenzhydrazine -- Substance -- Gross Formula -- Properties -- Structure -- Data -- Symbols and Abbreviations -- Reference.

Magnetic properties of copper(II) complex with 8-(2-azothiazolyl)-7-hydroxy-4-methylcoumarin -- Substance -- Gross Formula -- Properties -- Structure -- Data -- Symbols and Abbreviations -- Reference -- Magnetic properties of ion-pair complex containing 2-amino-5-bromopyridinium cation and tetrabromocuprate anion -- Substance -- Gross Formula -- Properties -- Structure -- Data -- Additional Remarks -- Symbols and Abbreviations -- Reference -- Magnetic properties of mononuclear copper(II) complex with 3, 5-pyrazoledicarboxylic acid -- Substance -- Gross Formula -- Properties -- Structure -- Data -- Additional Remarks -- Symbols and Abbreviations -- Reference -- Magnetic properties of copper(II) complex with cyclam -- Substance -- Gross Formula -- Properties -- Structure -- Data -- Symbols and Abbreviations -- Reference -- Magnetic properties of mixed-ligand copper(II) complex with ethanol and (tetradecachloro-4-carboxytriphenyl)-methyl radical -- Substance -- Gross Formula -- Properties -- Structure -- Data -- Additional Remarks -- Symbols and Abbreviations -- Reference -- Magnetic properties of mixed-ligand copper(II) complex with pyridine and (tetradecachloro-4-carboxytriphenyl)-methyl radical -- Substance -- Gross Formula -- Properties -- Structure -- Data -- Additional Remarks -- Symbols and Abbreviations -- Reference -- Magnetic properties of mixed-ligand copper(II) complex with water and (tetradecachloro-4-carboxytriphenyl)-methyl radical -- Substance -- Gross Formula -- Properties -- Structure -- Data -- Additional Remarks -- Symbols and Abbreviations -- Reference -- Magnetic properties of copper(II) picolinate -- Substance -- Gross Formula -- Properties -- Structure -- Data -- Additional Remark -- Symbols and Abbreviations -- Reference -- Magnetic properties of copper(II) complex with N-salicylidene-n-ethanoylhydrazine -- Substance. Gross Formula -- Properties -- Structure -- Data -- Additional Remarks -- Symbols and Abbreviations -- Reference -- Magnetic properties of copper(II) ternary complex of 2-hydroxy-acetophenone-4-hydroxybenzoic acid hydrazone and 2,2-bipyridine -- Substance -- Gross Formula -- Properties -- Structure -- Data -- Symbols and Abbreviations -- Reference -- Magnetic properties of copper(II) ternary complex of 2-hydroxy-acetophenone-4-hydroxybenzoic acid hydrazone and 1,10-phenanthr... -- Substance -- Gross Formula -- Properties -- Structure -- Data -- Symbols and Abbreviations -- Reference -- Magnetic properties of copper(II) complex with N-salicylidene-n-pentanoylhydrazine -- Substance -- Gross Formula -- Properties -- Structure -- Data -- Additional Remarks -- Symbols and Abbreviations -- Reference -- Magnetic properties of copper(II) complex with N-salicylidene-n-hexanoylhydrazine -- Substance -- Gross Formula -- Properties -- Structure -- Data -- Additional Remarks -- Symbols and Abbreviations -- Reference -- Magnetic properties of copper(II) complex with N-salicylidene-n-heptanoylhydrazine -- Substance -- Gross Formula -- Properties -- Structure -- Data -- Additional Remarks -- Symbols and Abbreviations -- Reference -- Magnetic properties of mixed ligand mononuclear copper(II) complex with phenanthroline and substituted tetradecane --

Substance -- Gross Formula -- Properties -- Structure -- Data --  
Additional Remark -- Symbols and Abbreviations -- Reference --  
Magnetic properties of copper(II) complex with the dicyanoacetic acid  
methyl ester anion -- Substance -- Gross Formula -- Properties --  
Structure -- Data -- Additional Remarks -- Symbols and Abbreviations  
-- Reference -- Magnetic properties of copper(II) complex with 2-oxo-  
pyrimidinate -- Substance -- Gross Formula -- Properties -- Structure  
-- Data -- Additional Remarks.  
Symbols and Abbreviations.

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#### Sommario/riassunto

With the objective to collate the enormous amount of information on magnetic susceptibility parameters of a very large number of a variety of skeletons and present it in a form that can readily be retrieved and used, a new pattern is being introduced with the present volume keeping in view that now a majority of research groups look at the scientific data electronically. In this volume, magnetic properties of complexes of Cu are described. All the magnetic properties of each individual substance are listed as a single document which is self-explainable and allowing search in respect of substance name, synonyms, common vocabulary, and even structure.

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