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Autore	TASCA, Roberto
Titolo	Il fondo interbancario di tutela dei depositi : efficacia operativa e proposte di riforma / Roberto Tasca
Pubbl/distr/stampa	Milano : EGEA, c1992
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Descrizione fisica	1 online resource (255 p.)
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Nota di contenuto	Contents; Acknowledgments; Preface; 1 The Early Presidential Campaign of 2012 and the Grand Old Party "Wannabes"; 2 Mitt Romney and the 2012 Republican Nomination; 3 "Persona" in the 2012 Presidential Campaign; 4 The Rhetoric of a Campaigning First Lady; 5 First Ladies and Presidential Advising; 6 Political Propheteering; 7 Informed and Undecided; 8 The Honeymoon Is Over!; 9 Music as Rhetoric; 10 Candidates Use of Social Network Sites to Control Their Campaign Message; 11 This One Is Not Like the Others; Index; About the Contributors
Sommario/riassunto	This diverse and unique collection of essays examines the role of communication in various aspects of the 2012 presidential campaign. Topics include the early campaign and Romney's nomination battle, candidate image, the rhetoric and campaigning of Michelle Obama and Ann Romney, issues of race, persuasive appeals to voters, the use of music and social media, and Obama's second inaugural address.