

1. Record Nr.	UNINA9910465104903321
Autore	Slade-Brooking Catharine
Titolo	Creating a brand identity : a guide for designers // Catharine Slade-Brooking
Pubbl/distr/stampa	London, England : , : Laurence King Publishing, , 2016 ©2016
ISBN	1-78067-979-3
Descrizione fisica	1 online resource (160 p.)
Disciplina	741.6
Soggetti	Trademarks - Design Advertising - Brand name products 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	Intro; Introduction; Chapter 1: Branding Basics; Chapter 2: Brand Anatomy; Chapter 3: Brand Strategy; Chapter 4: The Design Process; Chapter 5: Research; Chapter 6: Analysis; Chapter 7: Concept Development ; Chapter 8: Delivering the Final Design; Glossary; Recommended Reading; Index; Picture Credits; Consumer culture - why do we buy?; What is a brand?; Why do we brand?; How does branding work?; The history of branding; How are things changing?; The future for brands; Maintaining beloved brand status; Case study: Uniqlo; Logos; Case study: Eurostar; Straplines / taglines Appealing to the sensesBrand architecture; Brand families; Internal and external branding; Branding terminology; Standing out from the crowd; Unique selling point (USP ); Semiotics; Exercise: Brand analysis; Case study: Apple Mac; Semiotic toolbox; Case study: Milka chocolate; Naming brands; Exercise: Creating a mood board; The use of emotion; Brand personality; Target marketing and brand positioning; Brand revolutions; Cultural branding; Rebranding; Case study: Lucozade; Trend forecasting and analysis; Brand failures; Brand ethics; Why use a design process?; How does the design process work? The stages of the design processThe design team; The creative process; The design process in the academic environment; Exercise: Student exercises; Why do we need to research?; Research methods;

Researching the audience; The use of social media in research; Case study: Procter and Gamble; Visual research boards; Exercise: Designing a consumer profile board; Other forms of research; Defining the USP; Market sector analysis; Product category analysis; Competitor brand analysis; Exercise: Conducting a simple competitor brand analysis; Analyzing the brand environment; Case study: Fazer Cafe Future forecasting Analysis of data and interpreting opportunities; Exercise: Designing visual analysis boards; Brand creation strategies; Research and analysis in an educational setting; Inspiration; The big idea; Visualizing and analyzing inspiration; Initial concept ideas; Organizing your source material; Choosing the best concept; Exercise: How to develop an assessment strategy; Final refinements; Presentation materials; Designing effective communication boards; Digital versus print presentations; The client presentation; Testing the final brand identity; Design development  
 Launching the brand identity Beyond delivery

2. Record Nr.	UNINA9910686470903321
Autore	Hawthorne M. Frederick
Titolo	Boranes and Beyond : History and the Man Who Created Them / / by M. Frederick Hawthorne
Pubbl/distr/stampa	New York, NY : , : Springer New York : , : Imprint : Springer, , 2023
ISBN	1-0716-2908-5
Edizione	[1st ed. 2023.]
Descrizione fisica	1 online resource (XVIII, 267 p. 156 illus., 3 illus. in color.)
Disciplina	546.671
Soggetti	Chemistry, Inorganic Science - History Organometallic chemistry Chemistry, Organic Inorganic Chemistry History of Science Organometallic Chemistry Organic Chemistry
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia

Nota di bibliografia

Includes bibliographical references.

Nota di contenuto

PART I MY CONTRIBUTIONS TO INORGANIC CHEMISTRY -- 1. Exploratory Chemistry with a Multifunctional Model Borane, B<sub>10</sub>H<sub>14</sub> -- 2. Discovery of the Polyhedral Borane Anions [closo-B<sub>10</sub>H<sub>10</sub>]<sup>2-</sup> -- 3. The Genesis and Evolution of Carborane Chemistry: Examples of Heteroatom-Substituted Borane Clusters -- 4. The Design and Synthesis of Hybrid Borane Clusters: Metallacarboranes and Metallaboranes -- 5. Probing New Reactions: Oxidative Addition to B-H Bonds, Reactions at Metal Vertices and Catalysis -- 6 -- The Search for "Clustered Clusters" -- 7. Unique Main Group, Lanthanide and Alkaline-Earth Metallacarboranes; Sandwiches, Baskets, and Self-Assembled Chains -- 8. Biomedical Applications of Borane Cluster Chemistry -- 9. Carborane-Supported Macrocyclic Lewis Acids: Novel Electrophilic Host Species -- 10. Molecular Frameworks Based upon Carborane Cages -- 11. Highly Alkylated Carborane Icosahedral [closo-B<sub>12</sub>H<sub>12</sub>]<sup>2-</sup> Derivatives ("Camouflaged Carboranes and Polyhedral Boranes) -- 12. Icosahedral Borane Dianion and Carborane Species with Hydroxylated Surfaces -- 13. Advances in [closo-B<sub>10</sub>H<sub>10</sub>]<sup>2-</sup> and Related [B<sub>20</sub>H<sub>18</sub>]<sup>2-</sup>/[B<sub>20</sub>H<sub>18</sub>]<sup>4-</sup> -- Chemistry -- A FEW PHOTOGRAPHS FROM THE ALBUM -- PART II MY PERSONAL STORY -- 14. Early Life in Kansas and Missouri -- 15. WW II, High School and Chemistry -- 16. College Entry and Chemistry Mentor -- 17. Pomona College and Research -- 18. UCLA Graduate Work with Donald J. Cram, and Predoctoral Fellowship -- 19. PhD Thesis -- 20. Postdoctoral Research with George Hammond at Iowa State -- 21. Huntsville Research at Start of Career -- 22. Life With Explosives and Rockets -- 23. Creating A New Research Group Based Upon Sparsely Known Borane Chemistry -- 24. Success in New Fields of Propellant Chemistry -- 25. Moving on to New Concepts for Solid Propellant Rocket Fuel -- 26. Energetic Materials -- 27. Ralph Connor and Rohm and Haas Huntsville -- 28. Harvard Teaching -- 29. Laboratory Head at Rohm and Haas Philadelphia -- 30. Full Professor at UC Riverside and Flying -- 31. Metallacarboranes etc -- 32. Flying with Herb Brown, Nobel Laureate -- 33. Hank Herring -- 34. Industrial and Military Consulting -- 35. Boron Neutron Capture Therapy -- 36. UCLA Professor 1969 to 2006 -- 37. Editorship of Inorganic Chemistry -- 38. Return to Missouri: The Founding Director for The International Institute of Nano and Molecular Medicine -- 39. Personal Experience with Head and Neck Cancer -- 40. BNCT Odyssey -- AFTER-WORDS -- BIBLIOGRAPHY -- AWARDS, HONORS AND LECTURESHIPS.

Sommario/riassunto

Tracing the life of a giant in inorganic chemistry and key trends in his science, *Boranes and Beyond* follows Hawthorne from his mid-American origins to the halls of Harvard and UCLA and back again. It naturally details the accomplishments in his lab. This book is a fascinating mixture of science and autobiography. Prof. Hawthorne won the Priestley Medal, the highest award of the American Chemical Society, for his pioneering work in elucidating the chemistry of boron. He has chronicled in this book the developments in his lab which ultimately led to this achievement. Not content to rest on his laurels, after retiring from UCLA Prof. Hawthorne explored the use of boron in biomedicine and directed the International Institute of Nano & Molecular Medicine at the University of Missouri-Columbia.