1. Record Nr. UNINA9910281060503321

Autore	Baldi, Carlo Eugenio
Titolo	Se questo è mercato... : gli aiuti di Stato in un'Europa tecnocratica / Carlo Eugenio Baldi
Pubbl/distr/stampa	Napoli : Editoriale scientifica, 2014
ISBN	978-88-6342-686-1
Descrizione fisica	232 p. : ill. ; 20 cm
Collana	Questioni contemporanee. Nuova serie ; 14
Disciplina	343.240742
Locazione	FSPBC
Collocazione	COLLEZ. 2519 (14)
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia

2. Record Nr. UNINA9910547699803321

Titolo	La Fabrique de l'information sportive : L'Auto (1900-1944) / / edited by Benoit Caritey
Pubbl/distr/stampa	Reims : , : EPURE, Editions et presses universitaires de Reims, , 2020 ©2020
Descrizione fisica	1 online resource (448 pages)
Disciplina	070.49
Soggetti	Photojournalism
Lingua di pubblicazione	Francese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Sommario/riassunto	"L'Auto" was the leading French sports daily of the first half of the 20th century. Launched in October 1900, it quickly gained a dominant position in the sports news market, which it held until its demise in August 1944. Its print run made it one of the leading national newspapers. It is renowned for the quality of the information it delivers to its readers day after day, information for which it often has the first and sometimes the exclusive rights. Moreover, it is said to have considerable power: the leaders of the sports world and the ministerial officials in charge of physical education and sports fear the press campaigns orchestrated by "L'Auto" and have to deal with it. Despite this, the history of this flagship of the French press had never been the subject of a comprehensive study, a gap that this book aims to fill, by providing a better understanding of the functioning of a press company in the first half of the twentieth century and the process of manufacturing sports information "L'Auto" est le grand quotidien sportif francais de la premiere moitie du XXe siecle. Lance en octobre 1900, il conquiert rapidement une position dominante sur le marche de l'information sportive, et la conserve jusqu'a sa disparition en aout 1944. Ses tirages le classent parmi les principaux titres de la presse nationale. Il est repute pour la qualite des informations qu'il delivre jour apres jour a ses lecteurs, informations dont il a souvent la primeur

et parfois l'exclusivite. On lui prete de surcroit un pouvoir considerable: les dirigeants du monde sportif et les responsables ministeriels de l'education physique et des sports redoutent les campagnes de presse orchestrees par "L'Auto" et doivent composer avec lui. Malgre cela, l'histoire de ce fleuron de la presse francaise n'avait jamais fait l'objet d'une etude d'ensemble, une lacune que ce livre a pour ambition de combler, en permettant de mieux comprendre le fonctionnement d'une entreprise de presse dans la premiere moitie du XXe siecle et le processus de fabrique de l'information sportive.