

1. Record Nr.	UNINA9910557337703321
Autore	Munoz-Perez Juan J
Titolo	Beach Nourishment: A 21st Century Review
Pubbl/distr/stampa	Basel, Switzerland, : MDPI - Multidisciplinary Digital Publishing Institute, 2021
Descrizione fisica	1 online resource (174 p.)
Soggetti	Technology: general issues
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Sommario/riassunto	<p>Erosion is experienced by most coastlines worldwide, and it is usually attributed not only to sea level rise but also to the retention of sand in dams, the occupation of dry beaches by urbanized areas, the mining of sand as a building material for construction, and so on. Beach nourishment has evolved as the favored erosion-mitigation strategy in many areas of the world. The increasing number of people living on the coast, the safety of those people, and the high values of coastal properties are all factors that have made beach nourishment a cost-effective strategy for managing erosion in many locations. However, a new scenario of sand scarcity and environmental care has arisen in recent decades. There have been many different and interesting cases of various aspects of beach nourishment in recent years. The purpose of this invited Special Issue is to publish the most exciting experience and research with respect to this topic. Thus, novel techniques for designing, executing, and controlling these kinds of works as well as different case studies and their monitoring results and conclusions have been included, in order to present an updated state of the art for marine scientists, researchers, and engineers.</p>

2. Record Nr.	UNINA9910954381903321
Autore	Malefyt Timothy de Waal
Titolo	Advertising and anthropology : ethnographic practice and cultural perspectives // Timothy de Waal Malefyt and Robert J. Morais
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Nota di bibliografia	Includes bibliographical references (pages 161-176) and index.
Nota di contenuto	Cover; Half Title; Title; Copyright; Contents; Acknowledgments; Preface; Part I: Introduction; 1 Anthropologists In and Out of Advertising; Part II: Toward an Understanding of Advertising Agencies; 2 Advertising Meetings and Client Relationships; 3 Rituals of Creativity in Advertising Agencies; 4 Fieldwork in Advertising Research; 5 Advertising Emotions; 6 Creativity, Person, and Place; Part III: Applying Anthropology in Advertising Agencies; 7 Advertising, Automobiles, and the Branding of Luxury; 8 Business Anthropology Beyond Ethnography; 9 Ethics in Advertising 10 Hybrid Research Methodologies and Business SuccessPart IV: Conclusion; 11 The Future of Advertising Anthropology; Notes; References; Index

"Examining theory and practice, Advertising and Anthropology is a lively and important contribution to the study of organizational culture, consumption practices, marketing to consumers and the production of creativity in corporate settings. The chapters reflect the authors' extensive lived experience as professionals in the advertising business and marketing research industry. Essays analyze internal agency and client meetings, competitive pressures and professional relationships and include multiple case studies. The authors describe the structure, function and process of advertising agency work, the mediation and formation of creativity, the centrality of human interactions in agency work, the production of consumer insights and industry ethics. Throughout the book, the authors offer concrete advice for practitioners. Advertising and Anthropology is written by anthropologists for anthropologists as well as students and scholars interested in advertising and related industries such as marketing, marketing research and design."--

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