

1. Record Nr.	UNINA9910791702403321
Titolo	Photography and landscape [[electronic resource] /] / Rod Giblett and Juha Tolonen
Pubbl/distr/stampa	Bristol, UK ; ; Chicago, : Gardners Books, 2012
ISBN	1-299-47538-8 1-84150-691-5
Descrizione fisica	1 online resource (257 p.)
Altri autori (Persone)	GiblettRodney James TolonenJuha Pentti <1941->
Disciplina	778.936
Soggetti	Landscape photography Outdoor photography
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	Cover; Half-Title; Copyright; Title; Dedication; Contents; The Editor to the Reader; Authors' Note; Preface; PART I The Background and Context of Landscape Photography; 1 The Birth of Photography; 2 The Camera; 3 Landscape; 4 The Sublime; PART II The Established Tradition of Landscape Photography; 5 American Landscape and Wilderness Photography; 6 Australian Landscape Photography; 7 Australian Wilderness Photography; IMAGES; PART III Contemporary Photographic Practice in Landscape; 8 New Topographics: Withholding Judgement; 9 Richard Woldendorp's Badlands; 10 Wastelands PART IV Challenges to the Established Tradition 11 Nuclear Landscapes; 12 Minescapes and Disaster Zones; 13 Photography for Environmental Sustainability; Conclusion; References; Acknowledgements; Index
Sommario/riassunto	Photography and Landscape is a unique collaboration between a writer about photography and a landscape photographer that provides a new critical account of landscape photography which focuses on the settler societies of the United States and Australia.

2. Record Nr.	UNINA9910627272603321
Autore	Penrod Joshua
Titolo	Ethics and Biopower in Neuromarketing : A Framework for an Ethical Approach to Marketing // by Joshua Penrod
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Palgrave Macmillan, , 2023
ISBN	9783031185496 9783031185489
Edizione	[1st ed. 2023.]
Descrizione fisica	1 online resource (173 pages)
Disciplina	174.4 658.80019
Soggetti	Marketing Business ethics Consumer behavior Business Ethics Consumer Behavior
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Intro -- Acknowledgments -- Contents -- List of Tables -- 1 Consumer Neuroscience, Neuromarketing, and Foucault -- CNNM and Public Perceptions -- CNNM Techniques: A Precipitous of the Technologies -- Brain Imaging Techniques -- Bodily Response Measurement Technologies -- References -- 2 An Actor-Network Theory (ANT) Map of the CNNM Field -- Introduction -- Theory and Action in ANT -- The Discourses -- Methods -- ANT and Consumer Neuroscience -- The Parameters of the Network -- Problematization and Indispensability -- Marketing Engagement -- Field Credibility: Interpreted Attributes, Signals of Belief, and Silence on Belief -- Interessement: Locking Up Allies or Claiming Technology? -- Enrollment: Defining and Coordinating Roles -- Mobilization -- Conclusions -- References -- 3 Foucault, Technology, and the Body -- Biopower -- Uncovering an Organic Proclivity -- The Epineuromic Eruption -- The Tree Falls but No One Hears: Pure Knowledge in the Commercial Discipline -- Specific Technologies, More Specific

Problems -- CNNM Technologies, Applications, and Foucault --
Viscerality: Eye Tracking, Bodily Responses -- Non-Viscerality
and the Machine Gaze: EEG and fMRI -- References -- 4 Power
and Knowledge Without Knowledge or Power -- Gullibility by All, For All
-- References -- 5 A New Look at Ethics: Veridical Sovereignty and Its
Implications -- Bioethics to Neuroethics -- Business Ethics and CNNM
-- NMSBA Code of Ethics -- Ethics, Marketing, and Foucault --
Foucault's Origin of Ethics -- Foucault and His Methods -- Veridical
Sovereignty in Practice -- Next Steps -- The Ethics of Pro-social
Marketing: Invitation to Still Greater Statism -- The World
of Foucaultian Business Ethics -- References -- Bibliography -- Index.

Sommario/riassunto

This book explores the ethical and policy implications of the use of neuroscience in marketing. Addressing emerging areas of neuromarketing and consumer neuroscience, this book offers a fresh perspective on establishing a framework for codes of conduct for marketing practices using neuroscientific methods. The use of neuroscience, particularly in commercial and marketing contexts, has been fraught with controversy and ethical concerns. Technological advances have enhanced the ability to not only analyze but also predict (or even control) human behavior. Using the work of Foucault on biopower, the author discusses the moral dimensions of data collection and observation of consumer behavior in neuromarketing as well as policy implications. After discussing the strengths and weaknesses of various ethical frameworks, the author proposes fixes to current ethical and conduct codes for a more seamless approach for governance. This book advances the scholarship on marketing ethics and appeals to researchers of consumer psychology, business ethics, and public policy. Joshua Penrod is an adjunct professor in the Department of Marketing and Entrepreneurship, Merrick School of Business at the University of Baltimore, USA. Josh also serves on the senior leadership team of a global trade association, with duties including strategy, marketing, science and technology policy, negotiation, management, and leadership. He earned his Ph.D. from Virginia Tech, USA.
