

- | | |
|-------------------------|---|
| 1. Record Nr. | UNINA9910633190403321 |
| Autore | Campanini, Massimo <1954-2020> |
| Titolo | Estetica islamica : astrazione e realtà / Massimo Campanini |
| Pubbl/distr/stampa | Brescia, : Morcelliana, 2021 |
| ISBN | 978-88-372-3463-8 |
| Descrizione fisica | 181 p. : ill. ; 19 cm |
| Collana | Estetica ; 21 |
| Disciplina | 709.17671 |
| Locazione | FSPBC |
| Collocazione | COLLEZ. 2901 (21) |
| Lingua di pubblicazione | Italiano |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |
-
- | | |
|-------------------------|--|
| 2. Record Nr. | UNINA9910811014303321 |
| Autore | Mootee Idris <1958-> |
| Titolo | 60-minute brand strategist : the essential brand book for marketing professionals / / Idris Mootee |
| Pubbl/distr/stampa | Hoboken, NJ, : Wiley, c2013
Hoboken, New Jersey : , : Wiley, , 2013 |
| ISBN | 1-118-65982-1
1-118-65996-1 |
| Edizione | [1st edition] |
| Descrizione fisica | 1 online resource (x, 246 pages) : illustrations (some color) |
| Collana | Gale eBooks |
| Disciplina | 658.8/27 |
| Soggetti | Branding (Marketing) |
| Lingua di pubblicazione | Inglese |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |
| Note generali | Includes index. |
| Nota di contenuto | Introduction -- All about brands -- Branding in a postmodern culture |

-- Strategic perspective of branding -- Managing brand value -- About the author.

Sommario/riassunto

Praise for 60-Minute Brand Strategist "A fresh take on the wisdom of putting brand strategy at the heart of corporate strategy. Brilliant insights for a fast-moving world."-Angela Ahrendts, CEO, Burberry "Idris Mootee paints a sharp, comprehensive, and finely articulated analysis of the potential of meaningful brands in the 21st century's cultural scenario and business landscape. The result is a smart manual that reminds you and your company how to build relevant, authentic, sustainable, and successful brands in an evolving society."-Mauro Porcini, Chief Design Of

3. **Record Nr.**

UNINA9910153200203321

Autore

Sturzaker John

Titolo

Green belts : past, present, future? / / John Sturzaker and Ian Mell

Pubbl/distr/stampa

London ; ; New York : , : Routledge, , 2017

ISBN

1-317-51219-7
1-315-71817-0
1-317-51220-0

Edizione

[1st ed.]

Descrizione fisica

1 online resource (211 pages) : illustrations, tables

Collana

Routledge Studies in Urbanism and the City

Altri autori (Persone)

Melllan

Disciplina

307.760941

Soggetti

Urban ecology (Sociology) - Great Britain
Greenbelts - Great Britain
Greenways - Great Britain
Natural areas - Great Britain
Landscape protection - Great Britain
Regional planning - Environmental aspects - Great Britain
City planning - Environmental aspects - Great Britain

Lingua di pubblicazione

Inglese

Formato

Materiale a stampa

Livello bibliografico

Monografia

Nota di bibliografia

Includes bibliographical references at the end of each chapters and index.

Nota di contenuto

1. Introduction -- 2. A history of green belts in the UK -- 3. The impacts of green belts in the UK -- 4. Characteristics of the UK green

belt -- 5. Green belts : international case studies -- 6. Alternatives to green belts -- 7. Conclusion.

Sommario/riassunto

Most of us have heard of green belts - but how much do we really know about them? This book tries to separate the fact from the fiction when it comes to green belts by looking both backwards and forwards. They were introduced in the mid-twentieth century to try and stop cities merging together as they grew. There is little doubt they have been very effective at doing that, but at what cost? Are green belts still the answer to today's problems of an increasing population and ever higher demands on our natural resources? Green Belts: Past; present; future? reflects upon green belts in the United Kingdom at a time when they have perhaps never been more valued by the public or under more pressure from development. The book begins with a historical study of the development of green belt ideas, policy and practice from the nineteenth century to the present. It discusses the impacts and characteristics of green belts and attempts to reconcile perceptions and reality. By observing examples of green belts and similar policies in other parts of the world, the authors ask what we want green belts to achieve and suggest alternative ways in which that could be done, before looking forward to consider how things might change in the coming years. This book draws together information from a range of sources to present, for the first time, a comprehensive study of green belts in the UK. It reflects upon the gap between perception and reality about green belts, analyses their impacts on rural and urban areas, and questions why they retain such popular support and whether they are still the right solution for the UK and elsewhere. It will be of interest to anyone who is concerned with planning and development and how we can provide the homes, jobs and services we need while protecting our more valuable natural assets.
