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| 1. | Record Nr. | UNINA9910464553203321 |
| | Autore | Swett Pamela |
| | Titolo | Selling under the swastika : advertising and commercial culture in Nazi Germany / / Pamela Swett |
| | Pubbl/distr/stampa | Stanford, California : , : Stanford University Press, , [2014]<br>©2014 |
| | ISBN | 0-8047-8883-9 |
| | Descrizione fisica | 1 online resource (361 pages) |
| | Disciplina | 659.10943/09043 |
| | Soggetti | Advertising - Political aspects - Germany - History - 20th century<br>Advertising - Germany - History - 19th century<br>Advertising - Germany - History - 20th century<br>Electronic books.<br>Germany History 1933-1945 |
| | Lingua di pubblicazione | Inglese |
| | Formato | Materiale a stampa |
| | Livello bibliografico | Monografia |
| | Note generali | Bibliographic Level Mode of Issuance: Monograph |
| | Nota di bibliografia | Includes bibliographical references and index. |
| | Nota di contenuto | Front matter -- Contents -- Abbreviations -- Introduction -- Chapter One. Advertising in the Weimar Republic -- Chapter Two. Coordination from Above and Below -- Chapter Three. Advertising and the Everyday in Peacetime -- Chapter Four. Buyers and Sellers -- Chapter Five. Advertising in the First Half of the War -- Chapter Six. Ads amid Ashes -- Notes -- Works Cited -- Index |
| | Sommario/riassunto | Selling under the Swastika is the first in-depth study of commercial advertising in the Third Reich. While scholars have focused extensively on the political propaganda that infused daily life in Nazi Germany, they have paid little attention to the role played by commercial ads and sales culture in legitimizing and stabilizing the regime. Historian Pamela Swett explores the extent of the transformation of the German ads industry from the internationally infused republican era that preceded 1933 through the relative calm of the mid-1930s and into the war years. She argues that advertisements helped to normalize the concept of a "racial community," and that individual consumption played a larger role in the Nazi worldview than is often assumed. Furthermore, Selling under the Swastika demonstrates that commercial actors at all |

levels, from traveling sales representatives to company executives and ad designers, enjoyed relative independence as they sought to enhance their professional status and boost profits through the manipulation of National Socialist messages.

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| 2. | Record Nr. | UNINA9910686782303321 |
| | Titolo | Advances in Intelligent Data Analysis XXI : 21st International Symposium on Intelligent Data Analysis, IDA 2023, Louvain-la-Neuve, Belgium, April 12–14, 2023, Proceedings / / edited by Bruno Crémilleux, Sibylle Hess, Siegfried Nijssen |
| | Pubbl/distr/stampa | Cham : , : Springer Nature Switzerland : , : Imprint : Springer, , 2023 |
| | ISBN | 9783031300479<br>9783031300462 |
| | Edizione | [1st ed. 2023.] |
| | Descrizione fisica | 1 online resource (514 pages) |
| | Collana | Lecture Notes in Computer Science, , 1611-3349 ; ; 13876 |
| | Disciplina | 519.5<br>006.312 |
| | Soggetti | Database management<br>Education - Data processing<br>Image processing - Digital techniques<br>Computer vision<br>Artificial intelligence<br>Machine learning<br>Natural language processing (Computer science)<br>Database Management<br>Computers and Education<br>Computer Imaging, Vision, Pattern Recognition and Graphics<br>Artificial Intelligence<br>Machine Learning<br>Natural Language Processing (NLP) |
| | Lingua di pubblicazione | Inglese |
| | Formato | Materiale a stampa |
| | Livello bibliografico | Monografia |
| | Nota di bibliografia | Includes bibliographical references and index. |

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| Nota di contenuto | Contextual Word Embeddings Clustering through Multiway Analysis: A Comparative Study -- Transferable Deep Metric Learning for Clustering -- Spatial Graph Convolution Neural Networks for Water Distribution Systems -- Data-Centric Perspective on Explainability versus Performance Trade-off -- Towards Data Science Design Patterns -- Diverse Paraphrasing with Insertion Models for Few-Shot Intent Detection -- LEMON: Alternative Sampling for More Faithful Explanation through Local Surrogate Models -- GASTeN: Generative Adversarial Stress Test Networks -- Learning Permutation-Invariant Embeddings for Description Logic Concepts -- Diffusion Transport Alignment -- Mind the Gap: Measuring Generalization Performance Across Multiple Objectives -- Effects of Locality and Rule Language on Explanations for Knowledge Graph Embeddings -- Shapley Values with Uncertain Value Functions. -Revised Conditional t-SNE: Looking Beyond the Nearest Neighbors -- On the Change of Decision Boundary and Loss in Learning with Concept Drift -- AID4HAI: Automatic Idea Detection for Healthcare-Associated Infections from Twitter, A Framework based on Active Learning and Transfer Learning -- Explanations for Itemset Mining by Constraint Programming: A Case Study using ChEMBL data -- Translated Texts Under the Lens: From Machine Translation Detection to Source Language Identification -- Geolet: An Interpretable Model for Trajectory Classification -- An investigation of structures responsible for gender bias in BERT and DistilBERT -- Discovering diverse top-k characteristic lists -- Online Influence Forest for Streaming Anomaly Detection -- APs: a proxemic framework for social media interactions modeling and analysis -- User Authentication via Multifaceted Mouse Movementsand Outlier Exposure -- Explaining Black Box Reinforcement Learning Agents Through Counterfactual Policies -- A GNN-based Architecture for Group Detection from spatio-temporal Trajectory Data -- Discovering Rule Lists with Preferred Variables -- Don't Start Your Data Labeling from Scratch: OpSaLa - Optimized Data Sampling Before Labeling -- The Other Side of Compression: Measuring Bias in Pruned Transformers -- Dropping incomplete records is (not so) straightforward -- Meta-Learning for Automated Selection of Anomaly Detectors for Semi-Supervised Datasets -- Should We Consider On-Demand Analysis in Scale-Free Networks? -- ROCKAD: Transferring ROCKET to whole time series anomaly detection -- Out-of-Distribution Generalisation with Symmetry-Based Disentangled Representations -- Forecasting Electricity Prices: an Optimize then Predict-based approach -- A Similarity-Guided Framework for Error-Driven Discovery of Patient Neighbourhoods in EMA Data -- QBERT: Generalist Model for Processing Questions -- On Compositionality in Data Embedding. |
| Sommario/riassunto | This book constitutes the proceedings of the 21st International Symposium on Intelligent Data Analysis, IDA 2022, which was held in Louvain-la-Neuve, Belgium, during April 12-14, 2023. The 38 papers included in this book were carefully reviewed and selected from 91 submissions. IDA is an international symposium presenting advances in the intelligent analysis of data. Distinguishing characteristics of IDA are its focus on novel, inspiring ideas, its focus on research, and its relatively small scale. . |