

1. Record Nr.	UNINA9910704024303321
Autore	Craig Roy R. <1934->
Titolo	Multishaker modal testing // prepared for National Aeronautics and Space Administration, George C. Marshall Space Flight Center ; by Dr. Roy R. Craig, Jr., principal investigator
Pubbl/distr/stampa	Austin, TX : , : Center for Aeronautical Research, Bureau of Engineering Research, The University of Texas at Austin, , October 1983
Descrizione fisica	1 online resource (32 pages) : illustrations
Collana	NASA-CR ; ; 170952
Soggetti	Excitation Modal response Dynamic models Numerical analysis Structural analysis
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Title from title screen (viewed Nov. 3, 2015). "October 1983." "Report CAR 83-2."
Nota di bibliografia	Includes bibliographical references (pages 30-32).

2. Record Nr.	UNINA9910476884903321
Autore	van den Braber Helleke
Titolo	Branding Books Across the Ages : Strategies and Key Concepts in Literary Branding
Pubbl/distr/stampa	Amsterdam University Press, 2021
ISBN	1-04-078796-7 1-003-69185-4
Descrizione fisica	1 online resource (425 p.)
Soggetti	Belgium c 1500 onwards to present day Literature: history and criticism Netherlands Sales and marketing
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Sommario/riassunto	As marketing specialists know all too well, our experience of products is prefigured by brands: trademarks that identify a product and differentiate it from its competitors. This process of branding has hitherto gained little academic discussion in the field of literary studies. Literary authors and the texts they produce, though, are constantly 'branded': from the early modern period onwards, they have been both the object and the initiator of a complex marketing process. This book analyzes this branding process throughout the centuries, focusing on the case of the Netherlands. To what extent is our experience of Dutch literature prefigured by brands, and what role does branding play when introducing European authors in the Dutch literary field (or vice versa)? By answering these questions, the volume seeks to show how literary scholars can account for the phenomenon of branding.