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Autore	Mya Saw Shin
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Collana	Sociology of "Developing Societies"
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Nota di contenuto	Part 1 Nation, state and politics -- Contradictions in the development of Malay capital - state, accumulation and legitimation - Lim Mah Hui -- An undeveloped state - the study of modern Burma's politics, Robert H.Taylor -- The transformation of the state in Indonesia, Richard Robinson -- Part 2 Industrialization - capital and labour -- The state and capitalist development in Thailand, Kevin J.Hewison -- Peripheral intermediation - Singapore and the emerging international economic order, Hafiz Mirza -- Wage labour in West Malaysia - a study of five factories, Hing Ai Yun. -- Part 3 Agrarian differentiation -- Rice harvesting in Kali Loro - a study of class and labour relations in rural Java, Ann L.Stoler -- Strategies for control of labour in share-cropping and tenancy arrangements, Anan Ganjanapan -- Agrarian differentiation in the southern region of Vietnam, Ngo Vinh Long. -- Part 4 Production and gender relations -- Subordination of women and lack of industrial strife in West Java, Celia Mather -- Philippine domestic outwork- subcontracting for export-oriented industries, Rosalindo Pinedo-Ofreneo -- socialist transformation of agriculture

and gender relations - the Vietnamese case, Christine Pelkzer White. -- Part 5 Culture and ideology -- Ideology and social structure in Indonesia, Joel S.Khan -- Toward a history from below, Reynaldo Clemena Iletto -- Rituals of compassion and social control, James C. Scott -- Ideological commodity production, Andrew Turton. -- Part 6 Ethnic histories and identities -- The interiorizations of a perennial minority group, Leo Alting von Geusau -- The Hmong - political economy of an illegal crop, Nicholas Tapp -- Kalinga history and historical consciousness, Esteban Magnnon -- Transformations of Iban Social consciousness, Motomitsu Uchibori.

Sommario/riassunto

An attempt to provide an overview of the main aspects of development - economic, political, social and cultural in South East Asia. The work offers detailed empirical analyses of the salient features of the structures of SE Asian societies, focusing on the future.

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Autore

Berman Margo <1947->

Titolo

Street-Smart Advertising : How to Win the Battle of the Buzz

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Descrizione fisica

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Disciplina

659.1

Soggetti

Advertising
Advertising media planning
Commercial art
Creation (Literary, artistic, etc.)
Graphic design (Typography)

Lingua di pubblicazione

Inglese

Formato

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Note generali

Description based upon print version of record.

Nota di contenuto

Contents; Preface; Acknowledgments; Chapter 01. Rev Up Your Thinking to Tackle Economic Shifts; Chapter 02. Play with Typography's Multiple Personalities; Chapter 03. Embrace Type as a Design Element; Chapter 04. Master the Design Elements; Chapter 05. Connect with Your Audience through Powerful Writing; Chapter 06. Spark the Creative Process for Focused Campaign Strategies; Chapter 07. Take Charge of the Design Principles; Chapter 08. Explore the Power of Color Psychology; Chapter 09. Discover Exciting Strategy-Based Ads and Campaigns
Chapter 10. Learn the Latest through Inventive Case Studies with Impressive Results
Chapter 11. See Which Self-Promotions Really Work;
Chapter 12. Be Inspired by Creative Tips from Conceptual Thinkers;
Glossary; Selected Bibliography; Index; About the Author

Sommario/riassunto

Even the most creative minds need stimulation. Inspiration can come from examples of exceptional work, exercises designed to motivate, or time to reflect. The more inventive pieces the mind takes in, the more resources it has to draw from. Street Smart Advertising: How to Win the Battle of the Buzz contains countless examples designed to jump-start the right side of the brain. Margo Berman's book is packed with memorable uses of new media, exciting on-strategy marketing, creative online work, insightful quotes by giants in the advertising industry, and exercises to strengthen creative thinking
