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Titolo	International advertising [[electronic resource]] : realities and myths // edited by John Philip Jones
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Altri autori (Persone)	JonesJohn Philip
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Lingua di pubblicazione	Inglese
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Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Cover; Contents; Chapter 1 - Introduction: The Vicissitudes of International Advertising; Part I - The Realities of International Advertising; Chapter 2 - International Advertising Developments; Chapter 3 - International Advertising: How Far Can It Fly?; Chapter 4 - Alice in Disneyland: A Creative View of International Advertising; Chapter 5 - Brand and Consumer Values in Global Marketing; Chapter 6 - Mapping Cultural Values for Global Marketing and Advertising; Chapter 7 - Women as an Advertising Target: An International Overview; Chapter 8 - Media May Be Global, but Is Youth? Part II - An International CircumnavigationChapter 9 - Rational Arguments and Emotional Envelopes: American and British Advertising Compared; Chapter 10 - The Power of Advertising, Myths and Realities: Evidence From Norway; Chapter 11 - Print Advertising-and How an American Creative Man Learned to Operate in an International Environment; Chapter 12 - The Emergence of Advertising in Russia; Chapter 13 - Australia: A Western or Eastern Advertising Market?; Chapter 14 - The Emperor's New Clothes: A View From Australia on the Creative Process; Chapter 15 - Japan: The Advertising Agency Scene Chapter 16 - The Asia Pacific TigersChapter 17 - Is India an Asian

Tiger?; Chapter 18 - China: Advertising Yesterday and Today; Part III - An International Perspective on Measurement and Evaluation; Chapter 19 - How Single-Source Research First Developed; Chapter 20 - Short-Term Advertising Strength: New Empirical Evidence From Norway; Chapter 21 - The Effectiveness of Television Advertising in France; Chapter 22 - Test Marketing-and Some Notes on Iceland, a Totally Isolated Marketing Environment; Chapter 23 - Modeling the Marketing Process: Innovation From Japan
 Chapter 24 - Media Synergy: Evidence From Germany
 Chapter 25 - What Do We Know of Mixed Media Effects? More Evidence From Germany; Chapter 26 - Advertising Likability: A View From South Africa; Chapter 27 - Pioneer Work on Advertising Evaluation: The Institute of Practitioners in Advertising's Advertising Effectiveness Awards; Index; About the Contributors

Sommario/riassunto This is a comprehensive handbook of the theory and practice of international advertising linked to overall trends in business globalisation.

2. Record Nr.	UNINA9910726295603321
Autore	Bowman Dan
Titolo	Base-level Impact : A Geomorphic Approach / / by Dan Bowman
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Springer, , 2023
ISBN	9783031249945
Edizione	[1st ed. 2023.]
Descrizione fisica	1 online resource (158 pages)
Disciplina	551.41
Soggetti	Geomorphology Geology Sedimentology
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Introduction -- Definitions and location -- Constrains of the base-level altitude -- Main spatial and temporal trends -- Degradation -- Aggradation -- The channel profile -- Controlling factors --

Knickpoints and Knickzones -- Knickpoint retreat as a transient response -- Knickpoint evolution -- Rates -- The Messinian base-level fall -- Morphological products -- Additional adjustments to base-level changes -- The equilibrium test -- Tributary junctions -- The regional approach: The Dead Sea area as a field laboratory.

Sommario/riassunto

Much of the final shaping of the global landscape is accomplished by incision of river networks. The base-level is a principle determinate controlling the global relief by processes of erosion and aggradation. In the populated world, entrenchments triggered by base-level changes may become devastating events, damaging agricultural lands, undercutting bridges and destroying roads. The aim of this book, as a chapter in fluviomorphology, is to present the base-level control when active in the continental interior, unrelated to marine base-level fluctuations along the continental margins nor to sequence stratigraphic tract models in Exxon sequence stratigraphic sense. The focus is on the morphology and the gross trends of the processes controlling channel evolution through transient signals initiated by base-level changes and communicated upstream through the drainage network. The book brings together principles and conclusions gained by field work, by laboratory studies and by models, based on the widely scattered literature. The chapters include presentation of different types of base-levels, discussing the constraints of their altitude, the degradation and aggradation responses, the temporal and spatial trends along the channel network, the controlling factors, the knickpoint transient retreat process and its rates. Special emphasis is given to the Dead Sea Rift following its extreme base-level conditions which make it a unique field laboratory. This book is relevant to students in earth sciences as well as to planners, hydrologists and engineers dealing with geomorphology and surface drainage.
