

1. Record Nr.	UNINA9910766881303321
Autore	Malviya Rishabha
Titolo	Engineered Biomaterials : Synthesis and Applications // edited by Rishabha Malviya, Sonali Sundram
Pubbl/distr/stampa	Singapore : , : Springer Nature Singapore : , : Imprint : Springer, , 2023
ISBN	9789819966981 9819966981
Edizione	[1st ed. 2023.]
Descrizione fisica	1 online resource (623 pages)
Collana	Engineering Materials, , 1868-1212
Altri autori (Persone)	SundramSonali
Disciplina	610.153
Soggetti	Medical physics Biomaterials Biomedical engineering Nanobiotechnology Cancer - Treatment Nanoscience Medical Physics Biomedical Engineering and Bioengineering Cancer Therapy Nanophysics
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	1. Naturally Derived Biomaterials: Advances and Opportunities -- 2. Different Techniques of Genetic Engineering Used for the Development of Novel Biomaterials -- 3. Green methods for the development of bone and tissue engineering based biomaterials -- 4. Genetically Induced Biomaterial Advances in Medical Science -- 5. Biomimetic approach for biomaterials development.
Sommario/riassunto	This book highlights recent advances focusing on the synthesis methods of engineered biomaterials and their applications. The book discusses recent applications of various approaches and technology in improving the functional properties and biological activities of biopolymers. It includes two major sections: the first section introduces a range of methods which lead to materials with enhanced properties

for a range of practical applications, along with the positives and limitations of the techniques. The second section covers recent trends and advances in application of engineered biomaterials that assist materials scientists and researchers in mapping out the future of these new improved materials through value addition in order to enhance their use. Contributions in the book are done by prominent researchers from industry, academia, and government/private research laboratories across the globe. The book summarizes in a fairly comprehensive manner many of the recent technical advancements in the area of biopolymers. The book is intended to serve as a reference resource in the area of polymers science.

2. Record Nr.	UNINA9910298177103321
Titolo	Advances in Advertising Research IX : Power to Consumers // edited by Verolien Cauberghe, Liselot Hudders, Martin Eisend
Pubbl/distr/stampa	Wiesbaden : , : Springer Fachmedien Wiesbaden : , : Imprint : Springer Gabler, , 2018
ISBN	3-658-22681-1
Edizione	[1st ed. 2018.]
Descrizione fisica	1 online resource (354 pages)
Collana	European Advertising Academy, , 2626-0336
Disciplina	659.105
Soggetti	Branding (Marketing) Consumer behavior Telemarketing Internet marketing Branding Consumer Behavior Digital Marketing
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Going Beyond: Persuading the Consumer with New Advertising Formats -- Getting Inside the Game: Effectiveness of In-Game Advertising -- How to Create Your Ad: An Insight into the Effects of Advertising

Execution Styles -- Doing Good: Corporate Social Responsibility and Consumer Protection -- Let them Talk: How to Increase and Evaluate Word of Mouth -- It's All about Context: Situational Influences on Advertising Effects.

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## Sommario/riassunto

This book addresses challenges and opportunities in research and management related to new advertising and consumer practices in a converging media society. It specifically relates to the increasing power of consumers in the (digital) marketing process and discusses the challenges this may bring to advertisers. Advances in Advertising Research are published by the European Advertising Academy (EAA). This volume is a selective collection of research presented at the 16th International Conference in Advertising (ICORIA) which was held in Ghent (Belgium) in June 2017. The conference gathered more than 160 participants from over 30 countries all over the world. Contents

Going Beyond: Persuading the Consumer with New Advertising Formats  
Getting Inside the Game: Effectiveness of In-Game Advertising  
How to Create Your Ad: An Insight into the Effects of Advertising Execution  
Styles  
Doing Good: Corporate Social Responsibility and Consumer Protection  
Let them Talk: How to Increase and Evaluate Word of Mouth  
It's All about Context: Situational Influences on Advertising Effects

Target Groups

Researchers, instructors, and students in the fields of advertising, communication, marketing and media management, as well as practitioners in these areas. The Editors Verolien Cauberghe is Associate Professor of Marketing Communication at Ghent University, Belgium. Liselot Hudders is Assistant Professor of Marketing Communication and Consumer Behavior at Ghent University, Belgium. Martin Eisend is Professor of Marketing at the European University Viadrina, Frankfurt (Oder), Germany.

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