

1. Record Nr.	UNINA9910778644603321
Titolo	Adequacy of climate observing systems [[electronic resource] /] / Panel on Climate Observing Systems Status, Climate Research Committee, Board on Atmospheric Sciences and Climate, Commission on Geosciences, Environment, and Resources
Pubbl/distr/stampa	Washington, D.C., : National Academy Press, 1999
ISBN	0-309-18455-X 1-280-18608-9 9786610186082 0-309-57074-3 0-585-05779-6
Descrizione fisica	1 online resource (65 p.)
Collana	The compass series
Disciplina	551.6/07/2073
Soggetti	Meteorology Climatic changes - Research - United States
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di bibliografia	Includes bibliography (p. 36-38).

2. Record Nr.	UNINA9910298509403321
Titolo	Advances in Advertising Research (Vol. V) : Extending the Boundaries of Advertising / / edited by Ivana Bušljeta Banks, Patrick De Pelsmacker, Shintaro Okazaki
Pubbl/distr/stampa	Wiesbaden : , : Springer Fachmedien Wiesbaden : , : Imprint : Springer Gabler, , 2015
ISBN	3-658-08132-5
Edizione	[1st ed. 2015.]
Descrizione fisica	1 online resource (324 p.)
Collana	European Advertising Academy, , 2626-0328 ; ; 5
Disciplina	659.1
Soggetti	Marketing Marketing research Management Market Research/Competitive Intelligence
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	"Research"--Cover.
Nota di bibliografia	Includes bibliographical references at the end of each chapters.
Nota di contenuto	Advertising Appeals and Processing -- Online and Mobile Advertising. - TV Advertising and Product Placement -- Cultural, Gender and Age Issues in Advertising -- Branding Challenges -- IMC.
Sommario/riassunto	Advances in Advertising Research are published by the European Advertising Academy (EAA). This volume is a compilation of research presented at the 12th International Conference in Advertising (ICORIA) which was held in Zagreb (Croatia) in June 2013. The conference gathered 105 leading researchers from 23 countries under the conference theme "To Boldly Go... Extending the Boundaries of Advertising". The book provides international state-of-the-art research with 23 articles by renowned scholars from the worldwide ICORIA network. Contents Advertising Appeals and Processing Online and Mobile Advertising TV Advertising and Product Placement Cultural, Gender and Age Issues in Advertising Branding Challenges IMC Target Groups Researchers, students, and practitioners in the fields of advertising, communications, marketing, and media management The Editors Ivana Bušljeta Banks is a senior lecturer in the Department of Marketing and Communication at the Zagreb School of Economics and Management. Patrick De Pelsmacker is professor of marketing at the

University of Antwerp, part-time professor of marketing at Ghent University (both in Belgium), and visiting professor at the Universities of Lugano, Genève (Switzerland), and IBS Moscow (Russia). Shintaro Okazaki is associate professor of marketing at the College of Economics and Business Administration, Universidad Autónoma de Madrid, Spain.
