

1. Record Nr.	UNINA9910779811303321
Autore	Tolan Janet <1954-, >
Titolo	Case material and role play in counselling training / / Janet Tolan and Susan Lendrum
Pubbl/distr/stampa	London ; ; New York : , : Routledge, , 1995
ISBN	1-134-85263-0 1-134-85264-9 1-280-32789-8 0-203-13209-2
Descrizione fisica	1 online resource (200 p.)
Altri autori (Persone)	LendrumSusan <1942->
Disciplina	158/.3/07
Soggetti	Counselors - Training of Role playing Case method Counseling - Study and teaching
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	part PART I Using the materials -- chapter INTRODUCTION -- chapter 1 WHY USE CASE MATERIALS AND ROLE PLAY IN COUNSELLING TRAINING? -- chapter 2 CASE MATERIAL: PURPOSES AND PROCEDURE -- chapter 3 BASIC ROLE PLAY: PURPOSE AND PROCEDURE -- chapter 4 ROLE PLAY VARIATIONS -- chapter 5 ADAPTING CASE AND ROLE PLAY MATERIALS.
Sommario/riassunto	Includes over 250 case vignettes and role plays, step-by-step practical instruction drawn from years of experience and an easy-to-use cross reference system. A much needed resource helping the trainer turn theory into practice.

2. Record Nr.	UNINA9910787555803321
Autore	Pachler Philipp
Titolo	How collages reveal your deepest thoughts [[electronic resource]] : a guide to consumers' minds / / Philipp Pachler
Pubbl/distr/stampa	Hamburg, : Anchor Academic Pub., 2013
ISBN	3-95489-506-4
Descrizione fisica	1 online resource (203 p.)
Disciplina	658.8 658.8342
Soggetti	Consumer behavior Brand name products
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	"Disseminate knowledge"--Cover.
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	How collages reveal your deepest thoughts; Table of contents; List of tables; List of figures; 1 Introduction; 1.1 Problem statement; 1.2 Aim of the book; 1.3 Outlook; 2 Accessing and retrieving brand knowledge; 2.1 Assumptions on brand knowledge representation; 2.1.1 It is all about representations; 2.1.2 Consumer memory; 2.1.3 Brand knowledge structures; 2.1.4 Consumers think visually; 2.2 Challenges in retrieving brand knowledge; 2.2.1 Overview; 2.2.2 Heuristics and biases; 2.3 Brand knowledge retrieval; 2.3.1 Qualitative research; 2.3.2 Projective techniques 2.4 Characteristics and applications of collages in marketing 2.4.1 History of collages; 2.4.2 Characteristics, advantages and limitations of collages; 2.4.3 Collages applied in marketing; 3 Analyzing visually retrieved brand knowledge; 3.1 Understanding the meaning of signs: semiotics and hermeneutics; 3.1.1 Semiotics; 3.1.2 Hermeneutics; 3.2 Metaphor analysis in interpreting collages; 3.2.1 Metaphors as cognitive constructs; 3.2.2 Metaphors versus image schemata; 3.2.3 Visual metaphors as sources of brand knowledge; 3.3 Color theory in interpreting collages 3.3.1 What colors reveal about customers 3.3.2 Same color, different meaning; 3.4 A communication psychological view on collages; 3.5 Structural analysis of collages; 4 Empirical study; 4.1 Data collection and sample; 4.2 Data analysis; 4.2.1 Empathy and mentalizing as

justification for this work; 4.2.2 The multi-layered interpretation process; 4.2.3 Findings and results; 5 Discussion; 6 Managerial implications and future research; 7 References

Sommario/riassunto

A deeper understanding of how consumers think, feel and act is vital to the success of management and provides valuable information for managerial decision making in many areas of business. One key to this understanding is brand knowledge, which is the representation of a brand in consumers' minds. Unfortunately, a substantial amount of relevant knowledge within people's minds is unconscious and cannot be retrieved, accessed and recalled by consumers. As a consequence, certain methods of retrieval are required, such as projective techniques. The method this book works with is the collage techn