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| 1. Record Nr.           | UNINA990000968010403321                |
| Autore                  | Brillouin, Léon <1889-1969>            |
| Titolo                  | Relativity Reexamined / Léon Brillouin |
| Pubbl/distr/stampa      | New York : Academic Press, 1970        |
| Disciplina              | 530.11                                 |
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| Livello bibliografico   | Monografia                             |
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| Titolo                  | Evaluating military advertising and recruiting : theory and methodology<br>// Committee on the Youth Population and Military Recruitment--<br>phase II ; Paul R. Sackett and Anne S. Mavor, editors |
| Pubbl/distr/stampa      | Washington, D.C. : , : National Academies Press, , 2004   |
| ISBN                    | 1-280-17652-0<br>9786610176526<br>0-309-52947-6   |
| Descrizione fisica      | 1 online resource (208 pages)   |
| Altri autori (Persone)  | SackettPaul R<br>MavorAnne S  |
| Disciplina              | 355.2/2362/0973   |
| Soggetti                | Manpower - United States<br>Youth - United States<br>United States Armed Forces Recruiting, enlistment, etc   |
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| Livello bibliografico   | Monografia  |
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| Nota di contenuto       | ""Front Matter""; ""Preface""; ""Contents""; ""Executive Summary""; ""1   |

Introduction"; ""2 Theoretical Approaches"; ""3 Monitoring Trends in Youth Attitudes, Values, and Propensity"; ""4 Advertising Planning: Generative and Evaluative Approaches"; ""5 Determining Optimal Levels of Advertising and Recruiting Resources"; ""6 The Timing and Levels of Joint and Service-Specific Advertising"; ""7 Determining Optimal Types of Incentives"; ""8 Performance Management of Recruiters"; ""9 Conclusions and Recommendations"; ""References"; ""Appendix: Biographical Sketches"; ""Index"

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