

1. Record Nr.	UNINA990001735650403321
Titolo	Agrotrans come trasportare i prodotti agricolo - alimentari deperibili / Consiglio Nazionale delle Ricerche
Pubbl/distr/stampa	Roma : CNR, 1982
Descrizione fisica	502 p. ; 24 cm
Collana	CNR. Progetto finalizzato "Containers"
Disciplina	664.8
Locazione	FAGBC
Collocazione	60 664.8 AGROT 1982
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia
2. Record Nr.	UNINA9910147086503321
Autore	MacDonald David Bruce
Titolo	Balkan holocausts? : Serbian and Croatian victim-centred propaganda and the war in Yugoslavia // David Bruce MacDonald
Pubbl/distr/stampa	Manchester University Press, 2003 Manchester, England : , : Manchester University Press, , 2018, 2002 ©2002
ISBN	1-84779-570-6 1-5261-3725-9 1-78170-019-2 1-280-73441-8 9786610734412 1-84779-028-3 1-4175-7641-3
Descrizione fisica	1 online resource (xii, 321 pages) : digital, PDF file(s)
Collana	New approaches to conflict analysis
Disciplina	949.703
Soggetti	Nationalism - Serbia and Montenegro - Serbia - History - 20th century Nationalism - Croatia - History - 20th century Propaganda, Serbian Propaganda, Croatian Genocide - Yugoslavia Yugoslav War, 1991-1995 - Propaganda

Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	<p>1. What is the nation? Towards a teleological model of nationalism --2. Instrumentalising the Holocaust: from universalisation to relativism --3. Slobodan Milosevic and the construction of Serbophobia --4. Croatia, 'Greater Serbianism', and the conflict between East and West --5. Masking the past: the Second World War and the Balkan Historikerstreit --6. Comparing genocides: 'numbers games' and 'holocausts' at Jasenovac and Bleiburg --7. Tito's Yugoslavia and after: Communism, post-Communism, and the war in Croatia --8. 'Greater Serbia' and 'Greater Croatia': the Moslem question in Bosnia-Hercegovina.</p>
Sommario/riassunto	<p>Balkan Holocausts compares and contrasts Serbian and Croatian propaganda from 1986 to 1999, analysing each group's contemporary interpretations of history and current events. It offers a detailed discussion of holocaust imagery and the history of victim-centred writing in nationalism theory, including the links between the comparative genocide debate, the so-called holocaust industry and Serbian and Croatian nationalism. No studies on Yugoslavia have thus far devoted significant space to such analysis. Offering a detailed analysis of Serbian and Croatian propaganda over the internet, the book discusses how and why the internet war was as important as the ground wars in Kosovo, Croatia, and Bosnia-Herzegovina. No other study has fully examined the importance of the Internet as a propaganda tool in wartime. Finally, Balkan Holocausts offers a theme by theme analysis of Serbian and Croatian propaganda, using contemporary media sources, novels, academic works and journals. Many of the writers reviewed have not been studied in any depth elsewhere thus far, and there is a definite need to criticise and compare their works. The role of Slobodan Milosevic in the construction of Serbophobia is considered fully as is Tito's involvement in the war, and the important Moslem question. This study throws comparative light on the use and abuse of propaganda in other contemporary and recent conflicts around the world. It will cast a fascinating and illuminating light on the Balkan conflict, setting the conflict in its proper psychological and intellectual context, wherein war fever and paranoia led eventually to war crimes of the lowest possible nature.</p>

3. Record Nr.	UNINA9910781078703321
Autore	Dowd Nancy <1956->
Titolo	Bite-sized marketing [[electronic resource]] : realistic solutions for the overworked librarian / / Nancy Dowd, Mary Evangeliste, & Jonathan Silberman
Pubbl/distr/stampa	Chicago, : American Library Association, 2010
ISBN	1-283-09352-9 9786613093523 0-8389-9734-1
Descrizione fisica	1 online resource (153 p.)
Altri autori (Persone)	EvangelisteMary SilbermanJonathan <1982->
Disciplina	021.7
Soggetti	Libraries - Marketing Libraries - Public relations
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Word-of-mouth marketing -- Bring your library to life with a story -- How to market electronic resources -- Public relations 101 -- Outreach -- Advocacy -- The new marketing tools -- Design -- Branding -- Marketing best practices.
Sommario/riassunto	Filled with contemporary marketing ideas, and structured to quickly impart simple and cost-effective ideas for marketing your library.