

1. Record Nr.	UNINA9910208829603321
Autore	Heath Robert <1947->
Titolo	Seducing the subconscious [[electronic resource]] : the psychology of emotional influence in advertising / / Robert Heath
Pubbl/distr/stampa	Chichester, West Sussex ; ; Hoboken, NJ, : Wiley, 2012
ISBN	1-119-96762-7 1-280-58635-4 9786613616180 1-119-96763-5 1-119-96900-X
Descrizione fisica	1 online resource (xi, 248 pages)
Disciplina	659.101/9
Soggetti	Advertising - Psychological aspects Emotions
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.

2. Record Nr.	UNINA9910783587703321
Titolo	Budget support as more effective aid? : : recent experiences and emerging lessons // edited by Stefan Koeberle, Zoran Stavreski, Jan Walliser
Pubbl/distr/stampa	Washington, D.C. : , : World Bank, , c2006
ISBN	1-280-41374-3 9786610413744 0-8213-6464-2
Descrizione fisica	xxv, 508 pages : illustrations ; ; 26 cm
Altri autori (Persone)	KoeberleStefan <1965-> WalliserJan StavreskiZoran
Disciplina	338.9109172/4
Soggetti	Economic assistance - Developing countries Budget - Developing countries Economic development - Finance
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Contributions discussed at the Practioners' Forum on Budget Support in May 2005 in Cape Town, South Africa, along with conclusions from a May 2005 workshop conducted by the Budget Support Working Group of the Strategic Partnership with Africa (SPA).
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Contents; FOREWORD; EDITORS' PREFACE; CONTRIBUTORS AND DISCUSSANTS; ABBREVIATIONS AND ACRONYMS; PART I: INTRODUCTION; BOXES; FIGURES; TABLES; PART II: RECENT EVALUATIONS OF BUDGET SUPPORT; PART III: ALIGNING BUDGET SUPPORT WITH COUNTRY PROGRAMS; PART IV: PREDICTABILITY OF BUDGET SUPPORT; PART V: BUDGET SUPPORT COORDINATION AND CONDITIONALITY; PART VI: COUNTRY EXPERIENCES; PART VII: DONOR PERSPECTIVES ON BUDGET SUPPORT; PART VIII: PRACTIONERS' FORUM ON BUDGET SUPPORT: DISCUSSION AND CONCLUDING REMARKS; REFERENCES
Sommario/riassunto	Budget support has become an increasingly important instrument in the context of a partnership-based approach to development assistance. Compared to traditional modes of aid delivery, it promises

greater country ownership, reduced transaction costs, better donor coordination, scaling up of poverty reduction and potentially greater development effectiveness. This book presents a timely and valuable review of key concepts, issues, experiences and emerging lessons relevant to budget support. It provides an overview of principal characteristics, expectations and concerns related to budget support,
