

1. Record Nr.	UNINA9910784314303321
Autore	Sandler Todd
Titolo	Global collective action // Todd Sandler [[electronic resource]]
Pubbl/distr/stampa	Cambridge : , : Cambridge University Press, , 2004
ISBN	1-107-16111-8 1-280-54063-X 0-511-21542-8 0-511-21721-8 0-511-21184-8 0-511-31582-1 0-511-61711-9 0-511-21361-1
Descrizione fisica	1 online resource (xiii, 299 pages) : digital, PDF file(s)
Disciplina	327.1/16
Soggetti	International cooperation Alliances Globalization Public goods Game theory Decision making
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Title from publisher's bibliographic system (viewed on 05 Oct 2015).
Nota di bibliografia	Includes bibliographical references (p. 271-286) and indexes.
Nota di contenuto	Cover; Half-title; Title; Copyright; Dedication; Contents; Tables and Figures; Preface; 1 Future Perfect; 2 "With a Little Help from My Friends": Principles of Collective Action; 3 Absence of Invisibility: Market Failures; 4 Transnational Public Goods: Financing and Institutions; 5 Global Health; 6 What to Try Next? Foreign Aid Quagmire; 7 Rogues and Bandits: Who Bells the Cat?; 8 Terrorism: 9/11 and Its Aftermath; 9 Citizen against Citizen; 10 Tales of Two Collectives: Atmospheric Pollution; 11 The Final Frontier; 12 Future Conditional; References; Author Index; Subject Index
Sommario/riassunto	This book examines how nations and other key participants in the global community address problems requiring collective action. The

global community has achieved some successes, such as eradicating smallpox, but other efforts to coordinate nations' actions, such as the reduction of drug trafficking, have not been sufficient. This book identifies the factors that promote or inhibit successful collective action at the regional and global level for an ever-growing set of challenges stemming from augmented cross-border flows associated with globalization. Modern principles of collective action are identified and applied to a host of global challenges, including promoting global health, providing foreign assistance, controlling rogue nations, limiting transnational terrorism, and intervening in civil wars. Because many of these concerns involve strategic interactions where choices and consequences are dependent on one's own and others' actions, the book relies, in places, on elementary game theory that is fully introduced for the uninitiated reader.

2. Record Nr.	UNINA9910484655203321
Autore	Berger Arthur Asa
Titolo	Brands and Cultural Analysis // by Arthur Asa Berger
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Palgrave Pivot, , 2019
ISBN	9783030247096 3030247090
Edizione	[1st ed. 2019.]
Descrizione fisica	1 online resource (xxiii, 177 pages) : illustrations
Collana	Palgrave pivot
Disciplina	658.827 306.30973
Soggetti	Communication Popular culture Ethnology - America Culture Digital media Branding (Marketing) Media and Communication Popular Culture American Culture Digital and New Media Branding
Lingua di pubblicazione	Inglese

Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Part I: Theoretical Considerations -- 1. Introduction: Thinking About Brands -- 2. What is a Brand? A Semiotic Analysis -- 3. Brands and the Psyche -- 4. Brands in Society, Society in Brands -- 5. Marketing Brands -- 6. Brands in History, History in Brands -- 7. Language and Brands -- 8. Visual Branding: Logos, Icons and Images -- Part II: Applications -- 9. The Branded Self -- 10. San Francisco as a Brand -- 11. Japan as a Brand -- 12. Brand Competition: Cruises -- 13. Brand Sacrality -- 14. Brand Discourse -- 15. Brand and Myth -- 16. Coda.
Sommario/riassunto	This book, written in an accessible style with numerous illustrations and with drawings by the author, discusses what brands are and the role brands play in American society and consumer cultures, in general. The book uses a cultural studies approach and draws upon concepts and theories from semiotics, psychoanalytic theory, sociological theory, discourse theory, and other related fields. It also quotes from a number of important thinkers whose ideas offer insights into various aspects of brands. Brands has chapters on topics such as what brands are, their role in society, brands and the psyche, brands and history, language and brands, the marketing of brands, brands and logos, the branded self, San Francisco and Japan as brands, brand sacrality, multi-modal discourse analysis and brands, and competition among brands. .