

1. Record Nr.	UNINA9910780034403321
Titolo	Time and media markets [[electronic resource] /] / edited by Alan B. Albarran, Angel Arrese
Pubbl/distr/stampa	Mahwah, N.J., : Lawrence Erlbaum, 2003
ISBN	1-135-63842-X 1-282-32168-4 9786612321689 1-4106-0663-5
Descrizione fisica	1 online resource (192 p.)
Collana	LEA's communication series
Altri autori (Persone)	AlbarranAlan B ArreseAngel
Disciplina	302.23/068/8
Soggetti	Mass media - Marketing Time management
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 indexes.
Nota di contenuto	Machine generated contents note: 1 Time and Media Markets: An Introduction -- Alan B. Albarran and Angel Arrese -- 2 Media and Representations of Time -- Jacques Durand -- 3 Time as a Niche Dimension: Competition Between the Internet and Television -- Daniel G. McDonald andJohn W Dimmick -- 4 Temporal Aspects of Media Distribution -- Robert G. Picard and Mikko Gronlund -- 5 The Impact of Concentration and Convergence on Managerial Efficiencies of Time and Cost -- Dan Shaver and Mary Alice Shaver -- 6 Time Management and CNN strategies (1980-2000) -- Mercedes Medina -- 7 Online, Time Is Money: Internet Growth and the Cost of Access in the United Kingdom and Europe -- David H. Goff -- 8 Advertising and Internet Usage: A Perspective From Time and Media Planning -- Francisco Javier P&eez-Latre -- 9 Media Markets as Time Markets: The Case of Spain -- Alfonso Nieto -- 10 Trading Time and Money for Information in the Television Advertising Market: Strategies and Consequences -- Patricia E Pbalen -- 11 Time and Media Markets: Summary and Research Agenda -- Angel Arrese and Alan B. Albarran -- Author Index -- Subject Index.

## Sommario/riassunto

This edited collection examines time and its relationship to and impact upon media industries, studying how the media industry views time and makes business and economic decisions based on considerations of time. Contributions from an international set of authors analyze time constraints and competition between different media; the quantity and quality of time spent in media consumption, audience and readership time valuation/costing/pricing; and the emergence of new media businesses around individual time management. Specific topics examined in the volume include: \* a philos

2. Record Nr.	UNINA9910785703103321
Autore	Tolan John Victor <1959->
Titolo	Europe and the Islamic world [[electronic resource] ] : a history // John Tolan, Gilles Veinstein, and Henry Laurens ; translated by Jane Marie Todd ; with a Foreword by John L. Esposito
Pubbl/distr/stampa	Princeton, N.J., : Princeton University Press, 2013
ISBN	1-283-64620-X 1-4008-4475-4
Edizione	[Course Book]
Descrizione fisica	1 online resource (493 p.)
Altri autori (Persone)	VeinsteinGilles LaurensHenry <1954-> ToddJane Marie <1957-> EspositoJohn L
Disciplina	303.48/2401767
Soggetti	Islamic civilization - Western influences Europe Relations Middle East Middle East Relations Europe Europe Relations Islamic countries Islamic countries Relations Europe Europe Civilization Islamic influences
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Henry Laurens's name appears first on the original French ed.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	pt. I. Saracens and Ifranj : rivalries, emulation, and convergences / by John Tolan -- pt. II. The great Turk and Europe / by Gilles Veinstein --

pt. III. Europe and the Muslim world in the contemporary period / by Henry Laurens.

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Sommario/riassunto

Europe and the Islamic World sheds much-needed light on the shared roots of Islamic and Western cultures and on the richness of their inextricably intertwined histories, refuting once and for all the misguided notion of a "clash of civilizations" between the Muslim world and Europe. In this landmark book, three eminent historians bring to life the complex and tumultuous relations between Genoans and Tunisians, Alexandrians and the people of Constantinople, Catalans and Maghrebis--the myriad groups and individuals whose stories reflect the common cultural, intellectual, and religious heritage of Europe and Islam. Since the seventh century, when the armies of Constantinople and Medina fought for control of Syria and Palestine, there has been ongoing contact between the Muslim world and the West. This sweeping history vividly recounts the wars and the crusades, the alliances and diplomacy, commerce and the slave trade, technology transfers, and the intellectual and artistic exchanges. Here readers are given an unparalleled introduction to key periods and events, including the Muslim conquests, the collapse of the Byzantine Empire, the commercial revolution of the medieval Mediterranean, the intellectual and cultural achievements of Muslim Spain, the crusades and Spanish reconquest, the rise of the Ottomans and their conquest of a third of Europe, European colonization and decolonization, and the challenges and promise of this entwined legacy today. As provocative as it is groundbreaking, this book describes this shared history in all its richness and diversity, revealing how ongoing encounters between Europe and Islam have profoundly shaped both.

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