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The Agony of the Choice Escaping the Boredom of Everyday Life; Behind the Facade: Daily Life of Crew Members; The Ship As a Labyrinth: A Speculative Theory; The Cruise Travel Agent As "Fairy Godmother"; Conclusion; Chapter 5. Selling Smooth Sailing: Advertising and Marketing Cruises; Interpreting Advertisements; What Can Be Analyzed in a Print Advertisement?; Cruise Advertising in the August 2002 Travel + Leisure Magazine; Commonalities in These Cruise Advertisements; Two Cruise Line Brochure (Catalog) Covers; Conclusion; Chapter 6. Cruising (on) the Internet; Cruising the Internet for Cruises Categories of Cruise-Related Web Sites Internet Cruise-Only Travel Agencies; Cruise Line Web Sites; Conclusion; Chapter 7. Notes from a Cruise Journal; References; Index

Sommario/riassunto

A one-of-a-kind analysis of ocean cruising! In *Ocean Travel and Cruising: A Cultural Analysis*, noted author Arthur Asa Berger turns his critical eye to the phenomenon of ocean cruising. This academically solid yet reader-friendly book brings a multidisciplinary cultural studies approach to the subject, examining ocean cruising from economic, semiotic, sociological, psychoanalytic, and marketing perspectives, and offering insights not provided by the more traditional sociological approaches to the subject. You'll explore cruise demographics, the relationship between cruising and gender

2. Record Nr.	UNINA9910893437603321
Titolo	Neuer eingerichteter Schreibkalender : auf d. Jahr nach d. gnadenreichen Geburt unseres Herrn u. Heilandes Jesu Christi .
Pubbl/distr/stampa	Salmansweil, 1783-1784
Descrizione fisica	Online-Ressource
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