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Autore	Harris Ralph
Titolo	Advertising in a free society // Ralph Harris, Arthur Seldon ; with an introduction by Christopher Snowdon
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ISBN	0-255-36667-1
Descrizione fisica	1 online resource (206 p.)
Collana	Hobart Papers
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Lingua di pubblicazione	Inglese
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Nota di contenuto	The author; Foreword; Summary; Part 1; Introduction to Advertising in a Free Society; Christopher Snowdon; Background; The economic evidence; Economic evidence: the consumer; Economic evidence: the producer; Does advertising create monopolies?; Advertising and market power; Widening the extent of the market; Brand loyalty, added value and manipulation; Added value and brand loyalty; The manipulation of consumers?; Does nanny know best?; Social criticisms of advertising; Advertising and single issue campaigners; Advertising, smoking, drinking and public health; The 'tyranny' of choice Truth in advertisingReferences; Part 2; Advertising in a Free Society: The Condensed Version; Ralph Harris and Arthur Seldon; About the condensed version; What they have said; Original acknowledgement; Introduction; The need for advertising; Costs of marketing; The mass market; A national press; Branded goods; Revolution in retailing; Early examples and excesses; Advertising arrives; The critics; The classical critics; The left-wing critics; Retailer domination; The criticism examined: information or persuasion?; New wants; How much information?; Oligopoly: who dominates whom? Long-term competitionInnovation; Freedom of choice; The claims; Reducing costs; Alternative methods; Stimulating demand; Reducing fluctuations; Competition and choice; Too much innovation?; A

guarantee of quality and value?; Advertising as an incentive; Worlds to conquer; Sovereign or puppet?; Sovereignty in theory; Sovereignty in practice: consumer and citizen; Satisfaction for consumers; Let the advertiser beware; The role of the consumer; Let the buyer beware; Appendix A: The detergent halo; Appendix B: 'Hidden persuasion'; Appendix C: Political advertising; Appeals to hope
Appeals to fearThe 1956 version of truth in Labour propaganda; Appendix D: A subsidised press?; Appendix E: Restrictive practices in printing and their effects on advertising costs; Appendix F: The battle for commercial television - who was right?; Forecasts; Results; References

Sommario/riassunto

This new version of 'Advertising in a Free Society' is valuable reminder of the fundamental role advertising plays in society. Although the criticisms aimed towards it, which Ralph Harris and Arthur Seldon aimed to dispel over half a century ago, continue to gain support, policy makers and campaigners risk undermining our freedom if they continue this crusade against the advertising industry. We should celebrate the fact that advertising empowers the everyday shopper, rather than undermining both businesses and consumers through constraining the industry.

2. Record Nr.	UNINA9910969873203321
Autore	Basu Bharati <1950->
Titolo	International labor mobility : unemployment and increasing returns to scale // Bharati Basu
Pubbl/distr/stampa	London ; ; New York, : Routledge, 2004
ISBN	1-134-42822-7 1-280-22680-3 9786610226801 0-203-48847-4
Edizione	[1st ed.]
Descrizione fisica	1 online resource (200 p.)
Collana	Routledge studies in the modern world economy ; ; 46
Disciplina	331.12/791
Soggetti	Labor mobility Unemployment Foreign workers Manpower policy Foreign trade and employment Economies of scale Labor mobility - European Union countries Arbeitsmobilit�it Werkloosheid Internationalisatie Economische modellen
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Livello bibliografico	Monografia
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Nota di bibliografia	Includes bibliographical references (p. [172]-177) and index.
Nota di contenuto	Cover; International Labor Mobility; Title Page; Copyright Page; Table of Contents; List of figures; List of tables; Foreword; Preface; 1 International labor mobility with full employment; 2 International labor mobility with exogenously created unemployment; 3 International labor mobility with endogenously created unemployment; 4 Free trade versus free-labor mobility with increasing returns and unemployment; 5 Labor mobility and a dual economy: a case of external economies of scale and unemployment; 6 Labor migration in European Union countries; 7 An empirical overview; Appendices; Notes

Migration of workers within and across national boundaries is an important issue in an age of increasing levels of innovation and invention which economizes cost and helps large scale production. This book analyses the implications of migration for the levels of unemployment and distinguishes between unemployment which can be attributed to government policy and that which can be generated by a particular behavior of employers and workers. The discussion also includes the issue of foreign workers' effects on unemployment levels - a salient issue in today's climate. With impressive clarity