

1. Record Nr.	UNINA9910450300103321
Titolo	Public information campaigns & opinion research [[electronic resource]] : a handbook for the student & practitioner / / edited by Hans-Dieter Klingemann and Andrea Ro?mmele
Pubbl/distr/stampa	London, : SAGE, 2002
ISBN	0-85702-453-1 1-280-36995-7 9786610369959 1-4129-3264-5
Descrizione fisica	1 online resource (208 p.)
Altri autori (Persone)	KlingemannHans-Dieter Ro?mmeleAndrea <1967->
Disciplina	659.1/932
Soggetti	Advertising, Political Political campaigns Public opinion polls Communication in politics Advocacy advertising Advertising campaigns Electronic books.
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 index.
Nota di contenuto	""Cover""; ""Contents""; ""List of Contributors""; ""List of Figures""; ""List of Tables""; ""Foreword""; ""Campaigns and Surveys: An Introduction""; ""Part I: Communicating the message: theoretical approaches""; ""Chapter 1 - Information and Communication Campaigns: Linking Theory to Practice""; ""Chapter 2 - Modelling and Evaluating Public Relations Campaigns""; ""Chapter 3 - Towards a Theory of Campaigns: The Role of Opinion Leaders""; ""Part II: Planning and implementing national campaigns"" ""Chapter 4 - The Importance of Research in Planning and Developing Communications Campaigns: The UK Government Home Office Smoke Alarms Campaign""""Chapter 5 - Planning and Implementing a National

campaign: Two Campaigns by the National Farmers Union""; ""Chapter 6 - Public Opinion Information and Campaign Strategies: An American Case Study""; ""Part III: Planning and implementing international campaigns""; ""Chapter 7 - Communicating 'Europe': Implications for Multi-Level Governance in the European Union""
""Chapter 8 - Campaign Practices and Survey Use in the European Commission: The Eurobarometer Survey""""Chapter 9 - The Role of Survey Research in International Campaigns: What Can be Learnt From Case Studies?""; ""Part IV: Assessment of Effects""; ""Chapter 10 - Effective Campaign Assessment: How to Learn From Your Failures"";
""Chapter 11 - Using Survey Research to Determine the Effects of a Campaign""; ""Chapter 12 - Using Market Research Techniques to Determine Campaign Effects""; ""Conclusion""
""Chapter 13 - Using Survey Research i Campaigns: A Summary and Checklist for the Student and Campaign Practitioner""""Index""

Sommario/riassunto

Based upon the experiences of campaign practitioners and multidisciplinary insights, this handbook explains how to plan implement and measure public opinion using survey research and market research tools.

2. Record Nr.	UNINA9910788407903321
Autore	Goodhart C
Titolo	Default, Credit Growth, and Asset Prices / / C. Goodhart, Miguel Segoviano, Boris Hofmann
Pubbl/distr/stampa	Washington, D.C. : , : International Monetary Fund, , 2006
ISBN	1-4623-7401-8 1-4527-4912-4 1-283-51287-4 1-4519-0936-5 9786613825322
Descrizione fisica	1 online resource (44 p.)
Collana	IMF Working Papers
Altri autori (Persone)	SegovianoMiguel HofmannBoris
Soggetti	Asset allocation - Econometric models Credit - Econometric models Banks and Banking Macroeconomics Money and Monetary Policy Real Estate Statistics Semiparametric and Nonparametric Methods Time-Series Models Dynamic Quantile Regressions Dynamic Treatment Effect Models Diffusion Processes Econometric Modeling: General Optimization Techniques Programming Models Dynamic Analysis Methodology for Collecting, Estimating, and Organizing Macroeconomic Data Data Access Business Fluctuations Cycles Prices, Business Fluctuations, and Cycles: Forecasting and Simulation Financial Markets and the Macroeconomy Money Supply Credit

Money Multipliers
Monetary Policy, Central Banking, and the Supply of Money and Credit:
General
Price Level
Inflation
Deflation
Nonagricultural and Nonresidential Real Estate Markets
Banks
Depository Institutions
Micro Finance Institutions
Mortgages
Data Collection and Data Estimation Methodology
Computer Programs: Other
Monetary economics
Property & real estate
Banking
Econometrics & economic statistics
Asset prices
Bank credit
Land prices
Prices
Money
Financial statistics
Economic and financial statistics
Housing
Banks and banking
Finance
Japan

Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	"September 2006".
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	""Contents""; ""I. INTRODUCTION""; ""II. BANK CREDIT AND PROPERTY PRICES""; ""III. DEFAULT, CREDIT GROWTH, AND ASSET PRICES""; ""IV. RESULTS""; ""V. CONCLUSIONS AND POLICY IMPLICATIONS""; ""References""
Sommario/riassunto	This paper uses a Merton-type estimate of the probability of default (PoD) for the main banks in a sample of Organization for Economic Cooperation and Development and middle-income countries as a proxy for the fragility of their banking systems. Based on theory and stylized facts, the paper explores a range of financial and real variables that explain such PoDs across time. We find property price fluctuations and bank credit to be important explanatory factors. There is two-way interaction between these variables and a clearer relationship when the variables are entered as a deviation from trend. The lag structure between such developments and PoDs is long and varies widely across countries. The paper assesses the implications of these findings for economic policy.

