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| 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.

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| 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

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| 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. |

