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| 1. Record Nr.           | UNINA9910779122703321                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| Titolo                  | Advertising organizations and publications [[electronic resource] ] : a resource guide / / edited by John Philip Jones                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Pubbl/distr/stampa      | Thousand Oaks, Calif. ; ; London, : SAGE, c2000                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| ISBN                    | 1-322-41323-1<br>1-4522-2044-1<br>1-4522-2186-3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| Descrizione fisica      | 1 online resource (xviii, 346 p.) : ill                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Altri autori (Persone)  | JonesJohn Philip                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| Disciplina              | 659.1125                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| Soggetti                | Advertising agencies<br>Advertising - Societies, etc                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| 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.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| Nota di contenuto       | Cover; Contents; ""Subliminal"" Advertising; Introduction; Part I - Advertising Organizations; Chapter 1 - Advertising Archives-The University of Illinois; Chapter 2 - Advertising Archives-Other Collections; Chapter 3 - The Advertising Association (AA) (United Kingdom); Chapter 4 - The Advertising Council; Chapter 5 - The Advertising Educational Foundation (AEF); Chapter 6 - The Advertising Federation of Australia (AFA); Chapter 7 - Advertising Industry Awards; Chapter 8 - The Advertising Research Foundation (ARF); Chapter 9 - Advertising Seminars International (asi)<br>Chapter 10 - The American Academy of Advertising (AAA)Chapter 11 - The American Advertising Federation (AAF) and the Advertising Hall of Fame; Chapter 12 - The American Association of Advertising Agencies (AAAA); Chapter 13 - The American Marketing Association ();<br>Chapter 14 - Arcature (formerly the Coalition for Brand Equity); Chapter 15 - The Association of National Advertisers (ANA); Chapter 16 - The Audit Bureau of Circulations (ABC); Chapter 17 - British Design and Art Direction (D&AD); Chapter 18 - The Children's Advertising Review Unit (CARU)<br>Chapter 19 - Competitive Media Reporting (CMR)Chapter 20 - The Council for Marketing and Opinion Research (CMOR); Chapter 21 - The Council of American Survey Research Organizations (CASRO); Chapter |

22 - Cox Direct-Annual Surveys of Promotional Practices; Chapter 23 - The Direct Marketing Association (DMA); Chapter 24 - The Direct Marketing Educational Foundation (DMEF); Chapter 25 - The European Association of Advertising Agencies (EAAA); Chapter 26 - The European Society for Opinion and Marketing Research (ESOMAR); Chapter 27 - The Federal Trade Commission and How It Regulates Advertising Chapter 28 - The Free-Standing Insert (FSI) CouncilChapter 29 - Genootschap Voor Reclame (GVR); Chapter 30 - Gesamtverband Werbeagenturen (GWA); Chapter 31 - The History of Advertising Trust Archive (HAT) (United Kingdom); Chapter 32 - The Incorporated Society of British Advertisers (ISBA); Chapter 33 - Institut de Recherches et d'Etudes Publicitaires (IREP); Chapter 34 - The Institute of Canadian Advertising (ICA); Chapter 35 - The Institute of Practitioners in Advertising (IPA); Chapter 36 - The International Advertising Association (IAA) Chapter 37 - The International Advertising Festival, CannesChapter 38 - The International Federation of Periodical Publishers (FIPP); Chapter 39 - The International Radio & Television Society Foundation (IRTS); Chapter 40 - The Internet Advertising Bureau (IAB); Chapter 41 - The Magazine Publishers of America (MPA); Chapter 42 - The Marketing Science Institute (MSI); Chapter 43 - The Marketing Society (United Kingdom); Chapter 44 - The Market Research Council; Chapter 45 - The Market Research Society (MRS) (United Kingdom); Chapter 46 - The Market Research Society of Australia (MRSA) Chapter 47 - The Media Research Club of Chicago (MRCC)

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#### Sommario/riassunto

This is a comprehensive guide to the 77 key organisations and publications in the field of advertising and marketing communications. Entries include a thorough description of each organisation's purpose, activity and contact information.

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| 2. Record Nr.           | UNINA9910789346703321                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| Autore                  | Szekelyhidi Laszlo                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| Titolo                  | Functional equations on hypergroups [[electronic resource] /] / Laszlo Szekelyhidi                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| Pubbl/distr/stampa      | Singapore, : World Scientific, 2013                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| ISBN                    | 1-283-73939-9<br>981-4407-01-1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| Descrizione fisica      | 1 online resource (210 p.)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| Disciplina              | 515.75                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| Soggetti                | Functional equations<br>Inequalities (Mathematics)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| 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       | Contents; Preface; 1. Introduction; 1.1 Basic concepts and facts; 1.2 Convolution of subsets; 1.3 Invariant means on hypergroups; 1.4 Haar measure on hypergroups; 1.5 Exponential functions on hypergroups; 1.6 Exponential families on hypergroups; 1.7 Additive and multi-additive functions on hypergroups; 1.8 Moment functions on hypergroups; 1.9 Exponentials and additive functions on a special hypergroup; 2. Polynomial hypergroups in one variable; 2.1 Polynomial hypergroups in one variable; 2.2 Exponential and additive functions on polynomial hypergroups<br>2.3 Moment functions on polynomial hypergroups<br>2.4 Moment functions on the SU(2)-hypergroup; 3. Polynomial hypergroups in several variables; 3.1 Polynomial hypergroups in several variables; 3.2 Exponential and additive functions on multivariate polynomial hypergroups; 3.3 Moment function sequences on multivariate polynomial hypergroups; 4. Sturm-Liouville hypergroups; 4.1 Sturm-Liouville functions; 4.2 Exponentials and additive functions on Sturm-Liouville hypergroups; 4.3 Moment functions on Sturm-Liouville hypergroups; 5. Two-point support hypergroups; 5.1 Conditional functional equations<br>5.2 Two-point support hypergroups of noncompact type<br>5.3 Moment functions on two-point support hypergroups of noncompact type; 5.4 Two-point support hypergroups of compact type; 5.5 The cosh |

hypergroup; 5.6 Associated pairs of moment functions; 6. Spectral analysis and synthesis on polynomial hypergroups; 6.1 Spectral analysis and spectral synthesis on hypergroups; 6.2 Basic concepts and facts; 6.3 Spectral analysis on polynomial hypergroups in a single variable; 6.4 Exponential polynomials on polynomial hypergroups in a single variable; 6.5 Spectral synthesis on polynomial hypergroups in a single variable; 6.6 Spectral analysis and spectral synthesis on multivariate polynomial hypergroups; 6.7 Spectral analysis and moment functions; 7. Spectral analysis and synthesis on Sturm-Liouville hypergroups; 7.1 Exponential monomials on Sturm-Liouville hypergroups; 7.2 Linear independence of special exponential monomials; 7.3 Spectral analysis on Sturm-Liouville hypergroups; 8. Moment problems on hypergroups; 8.1 The moment problem in general; 8.2 Uniqueness on polynomial hypergroups; 8.3 The case of Sturm-Liouville hypergroups; 8.4 An approximation result; 9. Special functional equations on hypergroups; 9.1 The sine functional equation on polynomial hypergroups; 9.2 The cosine functional equation on polynomial hypergroups; 9.3 The Levi-Civita functional equation; 10. Difference equations on polynomial hypergroups; 10.1 Introduction; 10.2 Difference equations with 1-translation; 10.3 Difference equations with general translation; 11. Stability problems on hypergroups; 11.1 Stability of exponential functions on hypergroups; 11.2 Stability of additive functions on hypergroups; 11.3 Superstability of a mixed-type functional equation

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## Sommario/riassunto

The theory of hypergroups is a rapidly developing area of mathematics due to its diverse applications in different areas like probability, harmonic analysis, etc. This book exhibits the use of functional equations and spectral synthesis in the theory of hypergroups. It also presents the fruitful consequences of this delicate "marriage" where the methods of spectral analysis and synthesis can provide an efficient tool in characterization problems of function classes on hypergroups. This book is written for the interested reader who has open eyes for both functional equations and hypergroups, and

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