

1. Record Nr.	UNINA9910789823403321
Autore	Del Pero Mario
Titolo	The eccentric realist [[electronic resource]] : Henry Kissinger and the shaping of American foreign policy / / Mario Del Pero
Pubbl/distr/stampa	Ithaca, : Cornell University Press, 2010
ISBN	0-8014-5977-X
Descrizione fisica	1 online resource (201 p.)
Disciplina	973.924092
Soggetti	Realism - Political aspects - United States Conservatism - United States United States Foreign relations
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Front matter -- Contents -- Introduction -- 1. The Crisis of Containment -- 2. Kissinger and Kissingerism -- 3. Kissingerism in Action -- 4. The Domestic Critique of Kissinger -- Conclusion -- Notes -- Index
Sommario/riassunto	In The Eccentric Realist, Mario Del Pero questions Henry Kissinger's reputation as the foreign policy realist par excellence. Del Pero shows that Kissinger has been far more ideological and inconsistent in his policy formulations than is commonly realized. Del Pero considers the rise and fall of Kissinger's foreign policy doctrine over the course of the 1970's-beginning with his role as National Security Advisor to Nixon and ending with the collapse of détente with the Soviet Union after Kissinger left the scene as Ford's outgoing Secretary of State. Del Pero shows that realism then (not unlike realism now) was as much a response to domestic politics as it was a cold, hard assessment of the facts of international relations. In the early 1970's, Americans were weary of ideological forays abroad; Kissinger provided them with a doctrine that translated that political weariness into foreign policy. Del Pero argues that Kissinger was keenly aware that realism could win elections and generate consensus. Moreover, over the course of the 1970's it became clear that realism, as practiced by Kissinger, was as rigid as the neoconservatism that came to replace it. In the end, the

failure of the détente forged by the realists was not the defeat of cool reason at the hands of ideologically motivated and politically savvy neoconservatives. Rather, the force of American exceptionalism, the touchstone of the neocons, overcame Kissinger's political skills and ideological commitments. The fate of realism in the 1970's raises interesting questions regarding its prospects in the early years of the twenty-first century.

2. Record Nr.	UNINA9910793221603321
Autore	Coll Rubio Patricia
Titolo	Marketing y comunicacion en la nueva economia / / Patricia Coll, Josep Lluís Mico; prologo de Esteban Redolfi
Pubbl/distr/stampa	Barcelona : , : Editorial UOC, , 2018
ISBN	84-9180-256-8 84-9180-255-X
Descrizione fisica	1 recurso en linea (162 paginas)
Collana	Comunicacion ; ; 591
Disciplina	658.8
Soggetti	Marketing Publicidad Advertising Planificacion estrategica Strategic planning Libros electronicos.
Lingua di pubblicazione	Spagnolo
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Contiene bibliografia.
Sommario/riassunto	Este libro describe las estrategias y técnicas de marketing y comunicación de la nueva economía, desde el prisma del growth hacking, con una visión de la comunicación 360, heredera de las teorías de la comunicación integrada de marketing. La obra apunta las claves de la planificación estratégica, con un repaso exhaustivo de los campos de actuación clave del marketing, la publicidad y las relaciones públicas, como el influencer marketing y de contenidos, a través de los

casos de más de una decena de empresas de la nueva economía, como 8wires, Badi, Byhours, Cabify, Fotocasa, Glovo, Holaluz, Infojobs, Uber, Wallapop y Westwing.

3. Record Nr.	UNIORUON00425088
Autore	BENNINGTON, Geoffrey
Titolo	Lyotard : writing the event / Geoffrey Bennington
Pubbl/distr/stampa	Manchester, : Manchester University Press, c1988
ISBN	07-19-02287-8
Descrizione fisica	IX, 189 p. ; 22 cm.
Disciplina	194
Soggetti	POSTMODERNISMO LYOTARD JEAN-FRANÇOIS
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia