

1. Record Nr.	UNINA9910796422903321
Autore	Lee Janet <1954->
Titolo	War girls : The First Aid Nursing Yeomanry in the First World War // Janet Lee
Pubbl/distr/stampa	New York, NY : , : Distributed exclusively in the USA by Palgrave, , 2005 Baltimore, Md. : , : Project MUSE, , 2020 ©2005
ISBN	1-5261-3041-6
Descrizione fisica	1 online resource (284 pages)
Disciplina	940.475082
Soggetti	World War I Volunteers - history Military Nursing - history History, 20th Century History of Nursing Nurses World War, 1914-1918 World War, 1914-1918 - Participation, Female World War, 1914-1918 - Medical care - Europe, Western Personal Narrative United Kingdom
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and indexes.
Nota di contenuto	Front matter -- Dedication -- Contents -- List of plates -- Acknowledgements -- List of abbreviations -- Introduction -- 1 Aristocratic amazons in arms -- 2 The great adventures begin -- 3 Band of Hope -- 4 Not a woman, but a FANY -- 5 Progression is our watchword -- 6 Petticoat warriors -- 7 Esprit de corps -- Postscript -- Index -- Index of FANY members
Sommario/riassunto	War girls reveals the fascinating story of the British women who volunteered for service in the First Aid Nursing Yeomanry (FANY) during the Great War. Examining their experiences on the Western Front with the Belgian, British and French armies, this book shows how the FANY

worked as nurses and ambulance driver-mechanics, inspiring stories of female heroism and solidarity. The FANY created skilled gendered performances against the cultural myths of the time, and in concert with their emerging legend. Coming from privileged backgrounds, they drew upon and subverted traditional arrangements, crafting new and unconventional identities for themselves. The author shares the stories of the FANY - a fascinating, quirky and audacious group of women - and illustrates the ways the Great War subverted existing gender arrangements. It will make fascinating reading for those working in the field of gender and war, as well as those who wish to find out more about this remarkable group of women.

2. Record Nr.	UNINA9910791042003321
Autore	Michaelson David
Titolo	A professional and practitioner's guide to public relations research, measurement, and evaluation / / David Michaelson and Don W. Stacks
Pubbl/distr/stampa	New York, New York (222 East 46th Street, New York, NY 10017) : , : Business Expert Press, , 2014
ISBN	1-78684-357-9 1-60649-985-8
Edizione	[Second edition.]
Descrizione fisica	1 online resource (288 p.)
Collana	Public relations collection, , 2157-3476
Disciplina	659.2
Soggetti	Public relations - Evaluation Public relations - Research
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Part of: 2014 digital library.
Nota di bibliografia	Includes bibliographical references (pages 259-264) and index.
Nota di contenuto	Part I. Introduction to public relations research, measurement, and evaluation -- 1. Introduction to research and evaluations in public relations -- 2. The move toward standardization -- 3. The business of public relations -- 4. Measuring public relations outcomes -- Part II. Qualitative methods for effective public relations research, measurement, and evaluation -- 5. Secondary research -- 6. Qualitative research methodologies -- 7. Content analysis -- Part III. Quantitative methods for effective public relations research,

measurement, and evaluation -- 8. Survey methodology -- 9. Statistical reasoning -- 10. Sampling -- Part IV. Wrapping up -- 11. The application of standards and best practices in research and evaluation for public relations -- Appendix. Dictionary of public relations measurement and research -- References -- Index.

Sommario/riassunto

Contemporary public relations practice has developed over the last several decades from the weak third sister in marketing, advertising, and public relations mix to a full player. To help you keep up to speed with the exciting changes and developments of publications, this book will provide you with the necessary understanding of the problems and promises of public relations research, measurement, and evaluation. As a public relations professional, this book will act as a guide to effective use of methods, measures, and evaluation in providing grounded evidence of the success (or failure) of public relations campaigns. This outstanding contribution takes a best practices approach--one that focuses on taking the appropriate method and rigorously applying that method to collect the data that best answers the objectives of the research. It also presents an approach to public relations that focuses on establishing the profession's impact on the client's return on investment in the public relations function, whether that function be aimed at internal or external audiences using standardized measures. By the end of the book, you will understand why and how research is conducted and will be able to apply best practice standards to any research done by supply-side vendors or internal research departments.

3. Record Nr.	UNINA9910810940203321
Autore	Makko Aryo
Titolo	Ambassadors of realpolitik : Sweden, the CSCE and the Cold War // by Aryo Makko
Pubbl/distr/stampa	New York ; ; Oxford, [England] : , : Berghahn Books, , 2017 ©2017
Descrizione fisica	1 online resource (300 pages) : illustrations, tables
Collana	Studies in Contemporary European History ; ; Volume 21
Classificazione	NQ 5920
Disciplina	327.4850409/045
Soggetti	National security - Sweden - History - 20th century Cold War - Diplomatic history Sweden Foreign relations Europe Europe Foreign relations Sweden Sweden Foreign relations 1950-
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	1945-1969: Sweden and Europe in a changing world -- 1969-1971: doubting detente -- 1971-1972: assuming the role of the realist -- 1972-1973: engaging in the Dipoli Tea Party -- 1973-1975: making the Helsinki Final Act.
Sommario/riassunto	During the Cold War, Sweden actively cultivated a reputation as the "conscience of the world," working to build bridges between East and West and embracing a nominal commitment to international solidarity. This groundbreaking study explores the tension between realism and idealism in Swedish diplomacy during a key episode in Cold War history: the Conference on Security and Cooperation in Europe, culminating in the 1975 Helsinki Accords. Through careful analysis of new evidence, it offers a compelling counternarrative of this period, showing that Sweden strategically ignored human rights violations in Eastern Europe and the nonaligned states in its pursuit of national interests.