1.	Record Nr.	UNINA9910793176403321
	Titolo	Nation branding in modern history / / edited by Carolin Viktorin, Jessica C.E. Gienow-Hecht, Annika Estner, Marcel K. Will
	Pubbl/distr/stampa	New York ; ; Oxford : , : Berghahn Books, , 2018
	ISBN	1-78533-924-9
	Descrizione fisica	1 online resource (300 pages)
	Collana	Explorations in culture and international history series ; ; Volume 9
	Disciplina	327.2
	Soggetti	Cultural diplomacy - History Place marketing - Political aspects National characteristics - Political aspects Branding (Marketing) - Political aspects
	Lingua di pubblicazione	Inglese
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
	Nota di bibliografia	Includes bibliographical references and index.
	Nota di contenuto	PART I. Branding the nation and selling the state : case studies -- Nation branding amidst civil war : publishing U.S. foreign policy documents to define and defend the republic, 1861-66 / William B. McAllister -- From the moralizing appeal for patriotic consumption to nation branding case studies : Austria and Switzerland / Oliver Kuhschelm -- Branding internationalism : displaying art and international cooperation in the interwar period / Ilaria Scaglia -- High culture to the rescue : Japan's nation branding in the United States, 1934-40 / John Gripentrog -- All publicity is good publicity? : advertising, public relations, and the branding of Spain in Britain, 1945-69 / Carolin Viktorin -- The art of branding : rethinking American cultural diplomacy during the Cold War / Michael L. Krenn -- Suriname : nation building and nation branding in a postcolonial state, 1945-2015 / Rosemarijn Hoefte -- A new brand for post-communist Europe / Beata Ociepka -- PART II. Promises and challenges of nation branding : commentaries on case studies -- Historicizing the relationship between nation branding and public diplomacy / Justin Hart -- Nation branding : a twenty-first century tradition / Melissa Aronczyk -- The history of nation branding and nation branding as history / Mads Mordhorst.

Sommario/riassunto	A recent coinage within international relations, "nation branding" designates the process of highlighting a country's positive characteristics for promotional purposes, using techniques similar to those employed in marketing and public relations. Nation Branding in Modern History takes an innovative approach to illuminating this contested concept, drawing on fascinating case studies in the United States, China, Poland, Suriname, and many other countries, from the nineteenth century to the present. It supplements these empirical contributions with a series of historiographical essays and analyses of key primary documents, making for a rich and multivalent investigation into the nexus of cultural marketing, self-representation, and political power.	

2.	Record Nr.	UNINA9910144333503321
	Titolo	Biological and Medical Data Analysis : 5th International Symposium, ISBMDA 2004, Barcelona, Spain, November 18-19, 2004, Proceedings / / edited by José María Barreiro, Fernando Martin-Sanchez, Víctor Maojo, Ferran Sanz
	Pubbl/distr/stampa	Berlin, Heidelberg : , : Springer Berlin Heidelberg : , : Imprint : Springer, , 2004
	ISBN	3-540-30547-5
	Edizione	[1st ed. 2004.]
	Descrizione fisica	1 online resource (XII, 512 p.)
	Collana	Lecture Notes in Computer Science, , 0302-9743 ; ; 3337
	Classificazione	42.11 44.32
	Disciplina	610.72/7
	Soggetti	Medicine Database management Medical informatics Mathematical statistics Information storage and retrieval Artificial intelligence Biomedicine, general Database Management Health Informatics Probability and Statistics in Computer Science Information Storage and Retrieval Artificial Intelligence

Nota di contenuto	Data Analysis for Image Processing -- RF Inhomogeneity Correction Algorithm in Magnetic Resonance Imaging -- Fully 3D Wavelets MRI Compression -- A New Approach to Automatic Segmentation of Bone in Medical Magnetic Resonance Imaging -- An Accurate and Parallelizable Geometric Projector/Backprojector for 3D PET Image Reconstruction -- Data Visualization -- EEG Data and Data Analysis Visualization -- A Web Information System for Medical Image Management -- Reliable Space Leaping Using Distance Template -- Decision Support Systems -- A Rule-Based Knowledge System for Diagnosis of Mental Retardation -- Case-Based Diagnosis of Dysmorphic Syndromes -- Bayesian Prediction of Down Syndrome Based on Maternal Age and Four Serum Markers -- SOC: A Distributed Decision Support Architecture for Clinical Diagnosis -- Decision Support Server Architecture for Mobile Medical Applications -- Ordered Time-Independent CIG Learning -- SINCO: Intelligent System in Disease Prevention and Control. An Architectural Approach -- Could a Computer Based System for Evaluating Patients with Suspected Myocardial Infarction Improve Ambulance Allocation? -- On the Robustness of Feature Selection with Absent and Non-observed Features -- Design of a Neural Network Model as a Decision Making Aid in Renal Transplant -- Learning the Dose Adjustment for the Oral Anticoagulation Treatment -- Information Retrieval -- Thermal Medical Image Retrieval by Moment Invariants -- Knowledge Discovery and Data Mining -- Employing Maximum Mutual Information for Bayesian Classification -- Model Selection for Support Vector Classifiers via Genetic Algorithms. An Application to Medical Decision Support -- Selective Classifiers Can Be Too Restrictive: A Case-Study in Oesophageal Cancer -- A Performance Comparative Analysis Between Rule-Induction Algorithms and Clustering-Based Constructive Rule-Induction Algorithms. Application to Rheumatoid Arthritis -- Domain-Specific Particularities of Data Mining: Lessons Learned -- Statistical Methods and Tools for Biological and Medical Data Analysis -- A Structural Hierarchical Approach to Longitudinal Modeling of Effects of Air Pollution on Health Outcomes -- Replacing Indicator Variables by Fuzzy Membership Functions in Statistical Regression Models: Examples of Epidemiological Studies -- PCA Representation of ECG Signal as a Useful Tool for Detection of Premature Ventricular Beats in 3-Channel Holter Recording by Neural Network and Support Vector Machine Classifier -- Finding Relations in Medical Diagnoses and Procedures -- An Automatic Filtering Procedure for Processing Biomechanical Kinematic Signals -- Analysis of Cornea Transplant Tissue Rejection Delay in Mice Subjects -- Toward a Model of Clinical Trials -- Time Series Analysis -- Predicting Missing Parts in Time Series Using Uncertainty Theory -- Classification of Long-Term EEG Recordings -- Application of Quantitative Methods of Signal Processing to Automatic Classification of Long-Term EEG Records -- Semantic Reference Model in Medical Time Series -- Control of Artificial Hand via Recognition of EMG Signals -- Bioinformatics: Data Management and Analysis in Bioinformatics -- SEQPACKER: A Biologist-Friendly User Interface to Manipulate Nucleotide Sequences in Genomic Epidemiology -- Performing Ontology-Driven Gene Prediction Queries

in a Multi-agent Environment -- Protein Folding in 2-Dimensional Lattices with Estimation of Distribution Algorithms -- Bioinformatics: Integration of Biological and Medical Data -- Quantitative Evaluation of Established Clustering Methods for Gene Expression Data -- DiseaseCard: A Web-Based Tool for the Collaborative Integration of Genetic and Medical Information -- Biomedical Informatics: From Past Experiences to the Infobiomed Network of Excellence -- Bioinformatics: Metabolic Data and Pathways -- Network Analysis of the Kinetics of Amino Acid Metabolism in a Liver Cell Bioreactor -- Model Selection and Adaptation for Biochemical Pathways -- NeoScreen: A Software Application for MS/MS Newborn Screening Analysis -- Bioinformatics: Microarray Data Analysis and Visualization -- Technological Platform to Aid the Exchange of Information and Applications Using Web Services -- Visualization of Biological Information with Circular Drawings -- Gene Selection Using Genetic Algorithms -- Knowledgeable Clustering of Microarray Data -- Correlation of Expression Between Different IMAGE Clones from the Same UniGene Cluster.

| Sommario/riassunto | Thisyear, the5thInternationalSymposiumonMedicalDataAnalysishasexperimented an apparently slight modi?cation. The word "biological" has been added to the title of the conferences. The motivation for this shift goes beyond the wish to attract a diff- ent kind of professional. It is linked to recent trends to produce a shift within various biomedical areas towards genomics-based research and practice. For instance, medical informaticsandbioinformaticsarebeinglinkedina synergicareadenominatedbiom- ical informatics.Similarly,patient careis beingimproved,leadingto conceptsandareas such as molecular medicine, genomic medicine or personalized healthcare. The resultsfromdifferentgenomeprojects,the advancesin systemsbiologyand the integrative approaches to physiology would not be possible without new approaches in data and information processing. Within this scenario, novel methodologies and tools will beneededtolinkclinicalandgenomicinformation,forinstance, forgeneticclinical trials, integrated data mining of genetic clinical records and clinical databases, or gene expression studies, among others. Genomic medicine presents a series of challenges that need to be addressed by researchers and practitioners. In this sense, this ISBMDA conference aimed to become a place where researchers involved in biomedical research could meet and discuss. For this conference, the classical contents of former ISMDA conferences were updated to incorporate various issues from the biological ?elds. Similarly to the incorporation of these new topics of the conference, data analysts will face, in this world of genomic medicine and related areas, signi?cant challenges in research, education and practice. |