

1. Record Nr.	UNINA9910794001503321
Autore	Wani Gowher A.
Titolo	The eco-physiological and genetic basis of invasiveness // Gowher A. Wani, Manzoor Ahmad Shah
Pubbl/distr/stampa	Newcastle upon Tyne, England : , : Cambridge Scholars Publishing, , [2020] ©2020
ISBN	1-5275-5490-2
Descrizione fisica	1 online resource (133 pages)
Disciplina	578.62
Soggetti	Introduced organisms Invasive plants - Genetics Molecular biology Plant ecology
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Sommario/riassunto	The invasion of ecosystems by alien species is a key driver of global environmental change and many invasive plant species attain sufficiently high abundance to alter the structure and function of an ecosystem. This book is the first publication to explain the reasons as to why some alien species undergo a profound shift in their ecological fortune from being minor components of their native ecosystems to becoming devastating dominants of non-native habitats. The book assesses the ecological, morphological, functional and genetic factors that contribute to invasion success.

2. Record Nr.	UNINA9910968697803321
Autore	Milenkovic Mirjana
Titolo	Global advertising in a cultural context / / Mirjana Milenkovic
Pubbl/distr/stampa	Hamburg, : Diplomica Verlag, 2009
ISBN	9783836619950 3836619954
Edizione	[1st ed.]
Descrizione fisica	1 online resource (66 p.)
Disciplina	302.23068
Soggetti	Advertising Culture Mass media and culture
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Title from cover.
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Global Advertising in a Cultural Context; TABLE OF CONTENTS; LIST OF FIGURES AND TABLES; 1 Objectives and Structure of this Book; 2 The Concept of Culture; 3 Global Advertising; 4 Overcoming Cultural Differences; 5 Conclusion; Bibliography
Sommario/riassunto	The globalization and saturation of local markets lead to increased international activities of companies. In this context marketers are forced to advertise globally and to decide between standardization and differentiation of their advertisements, i.e. to either use one single idea all over the world or to make adaptations for local preferences. Besides knowing the pros and cons of these approaches, it is essential that advertisers are familiar with different cultures. Otherwise the advertisement runs the risk of being misunderstood or in the worst case to offend cultural fundamentals. In her