

1. Record Nr.	UNINA9910449954903321
Autore	Post Karen
Titolo	Brain tattoos [[electronic resource] ] : creating unique brands that stick in your customers' minds / / Karen Post ; foreword by Jeffery H. Gitomer ; afterword by Michael Tchong
Pubbl/distr/stampa	New York, : AMACOM, c2005
ISBN	0-8144-2839-8
Descrizione fisica	1 online resource (207 p.)
Disciplina	658.8/27
Soggetti	Brand name products Branding (Marketing) Electronic books.
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	Preliminaries; Contents; Chapter 1: Your Brand; Chapter 2: Brand Checkup; Chapter 3: Brand Moi; Chapter 4: Brand Warriors; Chapter 5: Branding Basics; Chapter 6: Brand Naming; Chapter 7: Four Engines of Brand Development; Chapter 8: The Fifth Engine; Chapter 9: Internal Branding; Chapter 10: Before You Brand, Protect Your Assets; Epilogue: Top-Ten Tattoo Taboos; Resources; Index; About the Author
Sommario/riassunto	Make your brand so strong customers can't get it out of their heads!

2. Record Nr.	UNINA9910795307403321
Autore	Koskenniemi Erkki
Titolo	Greek writers and philosophers in Philo and Josephus : a study of their secular education and educational ideals / / by Erkki Koskenniemi
Pubbl/distr/stampa	Boston : , : Brill, , 2019
ISBN	90-04-39192-4
Descrizione fisica	1 online resource (362 pages)
Collana	Studies in Philo of Alexandria, , 1543-995X ; ; Volume 9
Disciplina	933.05092
Soggetti	Greek literature Philosophers - Greece
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Front Matter -- Copyright Page -- Preface -- Introduction -- Philo: Offspring from Sarah and Hagar -- Josephus: It Is Difficult to Transplant an Old Tree -- Philo and Josephus -- Back Matter -- Bibliography.
Sommario/riassunto	In Greek Writers and Philosophers in Philo and Josephus Erkki Koskenniemi investigates how two Jewish writers, Philo and Josephus, quoted, mentioned and referred to Greek writers and philosophers. He asks what this tells us about their Greek education, their contacts with Classical culture in general, and about the societies in which Philo and Josephus lived. Although Philo in Alexandria and Josephus in Jerusalem both had the possibility to acquire a thorough knowledge of Greek language and culture, they show very different attitudes. Philo, who was probably admitted to the gymnasium, often and enthusiastically refers to Greek poets and philosophers. Josephus on the other hand rarely quotes from their works, giving evidence of a more traditionalistic tendencies among Jewish nobility in Jerusalem.