

1. Record Nr.	UNISALENT0991003708639707536
Autore	Dahlberg, Anders
Titolo	The 33 threatened fungi in Europe / Anders Dahlberg and Hjalmar Croneborg
Pubbl/distr/stampa	Strasbourg : Council of Europe, 2006
ISBN	9789287158574
Descrizione fisica	132 p. : col. ill., col. maps ; 24 cm
Collana	Nature and environment ; 136
Altri autori (Persone)	Croneborg, Hjalmarauthor
Altri autori (Enti)	Council of Europe
Disciplina	578.7
Soggetti	Champignons - Europe
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references

2. Record Nr.	UNINA9910798381903321
Titolo	Communication of politics : cross-cultural theory building in the practice of public relations and political marketing / / Bruce I. Newman, Dejan Vercic, editors
Pubbl/distr/stampa	Abingdon, Oxon : , : Routledge, , 2016
ISBN	0-203-81232-8 1-136-69189-8 1-136-69188-X
Descrizione fisica	1 online resource (195 p.)
Altri autori (Persone)	NewmanBruce I VercicDejan
Disciplina	324.7/3
Soggetti	Communication in politics - United States Communication in politics - Great Britain Communication in politics - Slovenia Campaign management - United States Campaign management - Great Britain Campaign management - Slovenia
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	"Communication of politics: cross-cultural theory building in the practice of public relations and political marketing has been co-published simultaneously as Journal of political marketing, volume 1, numbers 2/3 2002."--T.p. First published 2002 by Routledge.
Nota di bibliografia	Includes bibliographical references at the end of each chapters and index.
Nota di contenuto	Cover; Half Title; Title; Copyright; Contents; EDITORIAL; The Merging of Public Relations and Political Marketing; ARTICLES; The Material Culture of US Elections: Artisanship, Entrepreneur ship, Ephemera and Two Centuries of Trans-Atlantic Exchange; News Management and New Managerialism: Quangos and Their Media Relations; New Labour: A Study of the Creation, Development and Demise of a Political Brand; Political Marketing Research in the 2000 U.S. Election; The 2000 American Presidential Election: Lessons from the Closest Contest in American History

Who Pays the Piper? The Funding of Political Campaigning in the UK, US and the Consequences for Political Marketing and Public Affairs
Communicative Diplomacy for the 3rd Millennium: Soft Power of Small Countries Like Slovenia?; Models of Voter Behavior: The 2000 Slovenia Parliamentary Elections; Structural Models of Voter Behavior in the 2000 Polish Presidential Election; Testing a Predictive Model of Voter Behavior on the 2000 U.S. Presidential Election; Index
