

1. Record Nr.	UNINA990002647990403321
Autore	Rossi, Napoleone
Titolo	Il commercio delle stoffe / Rossi N.
Pubbl/distr/stampa	Milano : Giuffrè, 1965
Locazione	ECA
Collocazione	3-5-15-BIS--TI
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia
2. Record Nr.	UNICAMPANIASUN0019859
Autore	Depolo, Marco
Titolo	Entrare nelle organizzazioni : psicologia della socializzazione organizzativa / di Marco Depolo
Pubbl/distr/stampa	Bologna : Il mulino, [1988]
ISBN	88-15-01972-3
Descrizione fisica	168 p. ; 22 cm.
Disciplina	302.35
Soggetti	Psicologia del lavoro Organizzazioni
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia

3. Record Nr.	UNINA9910800117803321
Autore	Rabindranath Manukonda
Titolo	Advertising Management : Concepts, Theories, Research and Trends // by Manukonda Rabindranath, Aradhana Kumari Singh
Pubbl/distr/stampa	Singapore : , : Springer Nature Singapore : , : Imprint : Palgrave Macmillan, , 2024
ISBN	9789819986576 9819986575
Edizione	[1st ed. 2024.]
Descrizione fisica	1 online resource (xv, 267 pages) : illustrations (some color)
Disciplina	659.1
Soggetti	Marketing Communication in politics Mass media - Political aspects Communication - Methodology Political Communication Media Policy and Politics Media and Communication Methods
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Chapter 1: Advertising Basics -- Chapter 2: Types Of Advertising -- Chapter 3: Public Service Advertising -- Chapter 4: Advertising Campaign And Media Planning -- Chapter 5: Advertising Agency -- Chapter 6: Understanding Advertising Process: Models And Theories -- Chapter 7: Advertising Research. .
Sommario/riassunto	'In the post-liberalization era, India has witnessed a transformation in its advertising industry - one of the fastest growing in the world. Professor Manukonda's accessible and user-friendly book provides a comprehensive overview of this phenomenon: a valuable resource for students'. ---Daya Thussu, Professor of International Communication, Hong Kong Baptist University, Former, Professor of International Communication at the University of Westminster in London This book explores the concept of advertising and the different ways advertising is understood and evaluated. It dives deep into planning, designing, and executing advertising campaigns on different mediums. It

discusses the theoretical and research parts of advertising by critically examining how over the years various hierarchical models and theories are developed by advertising experts. It examines various models and theories that explain why and how advertising is successful in persuading customers/target audiences to buy a product or accept an idea for behavioural change. It will help readers to understand the significance of advertising and consumer psychology which has a critical role in purchasing a product or an idea. Prof. Manukonda Rabindranath is the Chairperson, Centre for Media Studies, Jawaharlal Nehru University, New Delhi. Previously, he was the Head and Dean, Faculty of Mass Communication at Indira Gandhi National Tribal University and Central University of Himachal Pradesh. He also worked for five years at an Ethiopian university. He did his Ph.D. in Journalism and Mass Communication & was awarded Gold Medal in Master of Journalism and Mass Communication and qualified NET and SLET. He has 25 years of teaching experience as Media educator and was Head of Department for the last 15 years continuously. He was a team member of NAAC. Dr. Aradhana Kumari Singh is a Research Assistant at Indian Council of Social ScienceResearch (ICSSR), New Delhi. She has completed her Ph.D. in Journalism and Mass Communication from Indira Gandhi National Tribal University (IGNTU), Amarkantak. She has completed her Masters and M.Phil. in Journalism and Mass Communication from Central University of Odisha, Koraput. She qualified UGC-Net in 2017. Her area of research is public service advertising.

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