

1. Record Nr.	UNINA9910716116803321
Titolo	Authorizing an appropriation for the payment of certain claims due certain members of the Sioux Nation of Indians. February 1 (calendar day, February 12), 1926. -- Ordered to be printed
Pubbl/distr/stampa	[Washington, D.C.] : , : [U.S. Government Printing Office], , 1926
Descrizione fisica	1 online resource (3 pages)
Collana	Senate report / 69th Congress, 1st session. Senate ; ; no. 173 [United States congressional serial set] ; ; [serial no. 8524]
Altri autori (Persone)	HarreldJohn W (Republican (OK))
Soggetti	Malicious mischief Vandalism Horses Indians of North America - Claims Indian reservations Legislative materials.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Batch processed record: Metadata reviewed, not verified. Some fields updated by batch processes. FDLP item number not assigned.

2. Record Nr.	UNINA9910788684103321
Titolo	Hollywood's chosen people [[electronic resource]] : the Jewish experience in American cinema // edited by Daniel Bernardi, Murray Pomerance, and Hava Tirosh-Samuelson
Pubbl/distr/stampa	Detroit, : Wayne State University Press, c2013
ISBN	0-8143-3807-0
Descrizione fisica	1 online resource (280 p.)
Collana	Contemporary approaches to film and media series
Altri autori (Persone)	BernardiDaniel <1964-> PomeranceMurray <1946-> Tirosh-SamuelsonHava <1950->
Disciplina	791.43/652924
Soggetti	Jews in motion pictures Jews in the motion picture industry - United States
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 (p. 229-244) and index.
Nota di contenuto	Introduction: the Hollywood question / Hava Tirosh-Samuelson, Daniel Bernardi, and Murray Pomerance -- A forgotten masterpiece: Edward Sloman's His people / Lester D. Friedman -- Jewish immigrant directors and their impact on Hollywood / Catherine Portuges -- "A rotten bunch of vile people with no respect for anything beyond the making of money": Joseph Breen, The Hollywood Production Code, and institutionalized anti-Semitism in Hollywood / Wheeler Winston Dixon -- Stardom, intermarriage, and consumption in the 1950's: the Debbie-Eddie-Liz scandal / Sumiko Higashi -- Hats off to George Cukor! / William Rothman -- Notes on Sontag and "Jewish moral seriousness" in American movies / Sarah Kozloff -- The good German? Oskar Schindler and the movies, 1951-1993 / Peter Kramer -- Representing atrocity: September 11 through the Holocaust lens / David Sterritt -- David Mamet's Homicide: in or out? / Lucy Fischer -- Boy-man schlemiels and super-nebishes: Adam Sandler and Ben Stiller / Vincent Brook -- Who was Buddy Love?: screen performance and Jewish experience / Murray Pomerance -- Assimilating Streisand: when too much is not enough / Vivian Sobchack.

3. Record Nr.	UNINA9910806157903321
Autore	Kihn Martin
Titolo	Customer data platforms : use people data to transform the future of marketing engagement // Martin Kihn, Chris O'Hara
Pubbl/distr/stampa	Hoboken, New Jersey : , : Wiley, , [2021] ©2021
ISBN	1-119-79013-1 1-119-79012-3
Descrizione fisica	1 online resource (xii, 227 pages)
Disciplina	658.8
Soggetti	Marketing Data-analyse Direct marketing
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	The customer data conundrum -- The brief, wondrous life of customer data management -- What is a CDP, anyway? -- Organizing customer data -- Build a first-party data asset with consent -- Building a customer-driven marketing machine -- Adtech and the data management platform -- Beyond marketing putting sales, service, and commerce data to work -- Machine learning and artificial intelligence -- Orchestrating a personalized customer journey -- Connected data for analytics -- Summary and looking ahead.
Sommario/riassunto	"Never before has there been such a stark dichotomy in marketing: customers demand the type of deep personalization from brands that technology companies like Netflix and Amazon deliver, but they are increasingly leery of offering the type of personal data required to make it happen. Over the years companies have built byzantine "stacks" of various marketing and advertising technology to try and deliver the fabled "right person, right message, right time" experience to deliver on customer journeys, but have found themselves stuck with a hot mess of siloed systems, disconnected processes, and legacy technical debt. Riding in like a white knight, Customer Data Platforms have come to the fore, offering companies a seemingly plug-and-play way to

capture, unify, activate and analyze customer data. CDPs are the hottest technology category for marketers today, a growing category with over 100 different companies, and a hot topic at industry events and in industry press. But are CDPs worthy of the hype? Customer Driven takes a deep dive into everything CDP and breaks down the fundamentals, including how to: -Understand the problems of managing customer data -Define the category and understand what CDPs do (and don't do) -Organize and harmonize customer data for use in marketing -Build a safe, compliant first party data asset your brand can use as fuel -Create a data-driven culture that puts customers at the center of everything you do -Understand how to leverage AI and machine learning to drive the future of personalization -Orchestrate modern customer journeys that react to customers in real-time -Power analytics with customer data to get closer to true attribution"--
