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Autore	Choffat Jean-Marie
Titolo	Aventures sahariennes : La montagne au desert / / Jean-Marie Choffat
Pubbl/distr/stampa	[Place of publication not identified] : , : Primento Digital Publishing, , [2018] ©2018
ISBN	2-37873-013-6
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Soggetti	Electronic books. Sahara Description and travel
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2. Record Nr.	UNINA9910810593403321
Titolo	Branding Latin America : strategies, aims, resistance / / edited by Dunja Fehimovic and Rebecca Ogden ; foreword by Melissa Aronczyk
Pubbl/distr/stampa	Lanham, Maryland : , : Lexington Books, , 2018 ©2018
ISBN	1-4985-6828-9
Descrizione fisica	1 online resource (247 pages)
Disciplina	303.4828
Soggetti	Place marketing - Latin America Branding (Marketing) - Latin America Latin America Relations
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Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references at the end of each chapters and index.
Nota di contenuto	Foreword / Melissa Aronczyk -- Introduction: context and contestation / Dunja Fehimovic and Rebecca Ogden -- Promotion before nation branding : Chile at the world exhibitions / Andrea Paz Cerda Pereira -- The counter-narratives of nation branding : the case of Peru / Felix Lossio Chavez -- Living the brand : authenticity and affective capital in contemporary Cuban tourism / Rebecca Ogden -- Covert nation branding and the neoliberal subject : the case of "it's Colombia, not Columbia" / Paula Gomez Carrillo -- Resisting the brand, resisting the platform? : digital genres and the contestation of corporate powers in Belen Gache's radikal karaoke / Claire Taylor -- Protests, news, and nation branding : the role of foreign journalists in constructing and projecting the image of Brazil during the June 2013 demonstrations / Cesar Jimenez-Martinez -- International love? "Latino" music videos, the Latin brand of universality, and pitbull / Andrew Ginger -- The paradoxes of the "Cuban brand" : authenticity, resistance, and heroic victimhood in Cuban film / Dunja Fehimovi? -- Branding, sense, and their threats / Brett Levinson -- Epilogue / Dunja Fehimovic and Rebecca Ogden -- About the contributors.

