

1. Record Nr.	UNINA9910811014303321
Autore	Mootee Idris <1958->
Titolo	60-minute brand strategist : the essential brand book for marketing professionals / / Idris Mootee
Pubbl/distr/stampa	Hoboken, NJ, : Wiley, c2013 Hoboken, New Jersey : , : Wiley, , 2013
ISBN	1-118-65982-1 1-118-65996-1
Edizione	[1st edition]
Descrizione fisica	1 online resource (x, 246 pages) : illustrations (some color)
Collana	Gale eBooks
Disciplina	658.8/27
Soggetti	Branding (Marketing)
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Introduction -- All about brands -- Branding in a postmodern culture -- Strategic perspective of branding -- Managing brand value -- About the author.
Sommario/riassunto	Praise for 60-Minute Brand Strategist ""A fresh take on the wisdom of putting brand strategy at the heart of corporate strategy. Brilliant insights for a fast-moving world.""-Angela Ahrendts, CEO, Burberry ""Idris Mootee paints a sharp, comprehensive, and finely articulated analysis of the potential of meaningful brands in the 21st century's cultural scenario and business landscape. The result is a smart manual that reminds you and your company how to build relevant, authentic, sustainable, and successful brands in an evolving society.""-Mauro Porcini, Chief Design Of

2. Record Nr.	UNINA9910153200203321
Autore	Sturzaker John
Titolo	Green belts : past, present, future? // John Sturzaker and Ian Mell
Pubbl/distr/stampa	London ; ; New York : , : Routledge, , 2017
ISBN	1-317-51219-7 1-315-71817-0 1-317-51220-0
Edizione	[1st ed.]
Descrizione fisica	1 online resource (211 pages) : illustrations, tables
Collana	Routledge Studies in Urbanism and the City
Altri autori (Persone)	Melllan
Disciplina	307.760941
Soggetti	Urban ecology (Sociology) - Great Britain Greenbelts - Great Britain Greenways - Great Britain Natural areas - Great Britain Landscape protection - Great Britain Regional planning - Environmental aspects - Great Britain City planning - Environmental aspects - Great Britain
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references at the end of each chapters and index.
Nota di contenuto	1. Introduction -- 2. A history of green belts in the UK -- 3. The impacts of green belts in the UK -- 4. Characteristics of the UK green belt -- 5. Green belts : international case studies -- 6. Alternatives to green belts -- 7. Conclusion.
Sommario/riassunto	Most of us have heard of green belts - but how much do we really know about them? This book tries to separate the fact from the fiction when it comes to green belts by looking both backwards and forwards. They were introduced in the mid-twentieth century to try and stop cities merging together as they grew. There is little doubt they have been very effective at doing that, but at what cost? Are green belts still the answer to today's problems of an increasing population and ever higher demands on our natural resources? Green Belts: Past; present; future? reflects upon green belts in the United Kingdom at a time when they have perhaps never been more valued by the public or under more

pressure from development. The book begins with a historical study of the development of green belt ideas, policy and practice from the nineteenth century to the present. It discusses the impacts and characteristics of green belts and attempts to reconcile perceptions and reality. By observing examples of green belts and similar policies in other parts of the world, the authors ask what we want green belts to achieve and suggest alternative ways in which that could be done, before looking forward to consider how things might change in the coming years. This book draws together information from a range of sources to present, for the first time, a comprehensive study of green belts in the UK. It reflects upon the gap between perception and reality about green belts, analyses their impacts on rural and urban areas, and questions why they retain such popular support and whether they are still the right solution for the UK and elsewhere. It will be of interest to anyone who is concerned with planning and development and how we can provide the homes, jobs and services we need while protecting our more valuable natural assets.

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