

1. Record Nr.	UNINA9910785921303321
Autore	Wheeler Alina
Titolo	Designing brand identity [[electronic resource]] : an essential guide for the whole branding team / / Alina Wheeler
Pubbl/distr/stampa	Hoboken, N.J., : John Wiley & Sons, Inc., 2013
ISBN	1-283-70041-7 1-118-41874-3
Edizione	[4th ed.]
Descrizione fisica	x, 325 p. : ilustraciones a color
Classificazione	DES007000
Disciplina	658.8/27
Soggetti	Brand name products Branding (Marketing) Trademarks - Design Advertising - Brand name products
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Sommario/riassunto	"A revised new edition of the bestselling toolkit for creating, building, and maintaining a strong brand. From research and analysis through brand strategy, design development through application design, and identity standards through launch and governance, Designing Brand Identity, Fourth Edition offers brand managers, marketers, and designers a proven, universal five-phase process for creating and implementing effective brand identity. Enriched by new case studies showcasing successful world-class brands, this Fourth Edition brings readers up to date with a detailed look at the latest trends in branding, including social networks, mobile devices, global markets, apps, video, and virtual brands. Features more than 30 all-new case studies showing best practices. Updated to include more than 35 percent new material. Offers a proven, universal five-phase process and methodology for creating and implementing effective brand identity"--

2. Record Nr.	UNINA9910818711603321
Autore	Omer-Sherman Ranen
Titolo	Imagining the kibbutz : visions of utopia in literature and film // Ranen Omer-Sherman
Pubbl/distr/stampa	University Park, Pennsylvania : , : Pennsylvania State University Press, , [2015] ©2015
ISBN	0-271-07057-9 0-271-07061-7
Descrizione fisica	1 online resource (342 pages) : illustrations
Collana	Dimyonot: Jews and cultural imagination ; ; 2
Disciplina	892.409355
Soggetti	Kibbutzim in literature Kibbutzim - History Israeli literature - History and criticism Kibbutzim in motion pictures
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di bibliografia	Includes bibliographical references (pages 323-333) and index.
Nota di contenuto	Front matter -- Contents -- Illustrations -- Introduction -- 1 Trepidation and Exultation in Early Kibbutz Fiction -- 2 "With a Zealot's Fervor" Individuals Facing the Fissures of Ideology in Oz, Shaham, and Balaban -- 3 The Kibbutz and Its Others at Midcentury Palestinian and Mizrahi Interlopers in Utopia -- 4 Late Disillusionments and Village Crimes Th e Kibbutz Mysteries of Batya Gur and Savyon Liebrecht -- 5 From the 1980's to 2010 Nostalgia and the Revisionist Lens in Kibbutz Film -- Afterword Between Hope and Despair Th e Legacy of the Kibbutz Dream in the Twenty-First Century -- Acknowledgments -- Notes -- Bibliography -- Index
Sommario/riassunto	In Imagining the Kibbutz, Ranen Omer-Sherman explores the literary and cinematic representations of the socialist experiment that became history's most successfully sustained communal enterprise. Inspired in part by the kibbutz movement's recent commemoration of its centennial, this study responds to a significant gap in scholarship. Numerous sociological and economic studies have appeared, but no book-length study has ever addressed the tremendous range of

critically imaginative portrayals of the kibbutz. This diachronic study addresses novels, short fiction, memoirs, and cinematic portrayals of the kibbutz by both kibbutz “insiders” (including those born and raised there, as well as those who joined the kibbutz as immigrants or migrants from the city) and “outsiders.” For these artists, the kibbutz is a crucial microcosm for understanding Israeli values and identity. The central drama explored in their works is the monumental tension between the individual and the collective, between individual aspiration and ideological rigor, between self-sacrifice and self-fulfillment. Portraying kibbutz life honestly demands retaining at least two oppositional things in mind at once—the absolute necessity of euphoric dreaming and the mellowing inevitability of disillusionment. As such, these artists’ imaginative witnessing of the fraught relation between the collective and the citizen-soldier is the story of Israel itself.
