

1. Record Nr.	UNINA9910818796003321
Autore	Jutkowitz Alexander <1968->
Titolo	The strategic storyteller : content marketing in the age of the educated consumer / / Alexander Jutkowitz
Pubbl/distr/stampa	Hoboken, New Jersey : , : Wiley, , 2017 ©2017
ISBN	1-119-35144-8 1-119-34509-X
Descrizione fisica	1 online resource (162 pages) : illustrations
Disciplina	658.802
Soggetti	Marketing Storytelling Content (Psychology)
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.

2. Record Nr.	UNINA9910964869203321
Autore	Jefferson Alexander <1921->
Titolo	Red Tail captured, Red Tail free : memoirs of a Tuskegee airman and POW // Alexander Jefferson, with Lewis H. Carlson
Pubbl/distr/stampa	New York, : Fordham University Press, 2005
ISBN	9780823274413 0823274411 9780823248438 0823248437
Edizione	[1st ed.]
Descrizione fisica	1 online resource (158 p.)
Collana	World War II--the global, human, and ethical dimension ; ; no. 5
Altri autori (Persone)	CarlsonLewis H
Disciplina	940.54/4973/092 B 940.544973092
Soggetti	World War, 1939-1945 - Prisoners and prisons, German World War, 1939-1945 - Participation, African American World War, 1939-1945 - Aerial operations, American World War, 1939-1945 Prisoners of war - United States Prisoners of war - Germany Fighter pilots - United States African American fighter pilots
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Issued as part of book collections on Project MUSE.
Nota di bibliografia	Includes bibliographical references (p. 125-127) and index.
Nota di contenuto	Front matter -- Contents -- Foreword -- Preface to the Revised Edition -- Alexander Jefferson Timeline -- Introduction -- 1. Detroit: The Formative Years -- 2. Clark College -- 3. The Making of a Tuskegee Airman -- 4. Combat -- 5. Captured! -- 6. Stalag Luft III -- 7. Stalag VIIA and Liberation -- 8. Civilian! -- Postscript -- Appendix -- Selected Sources -- Index
Sommario/riassunto	Red Tail Captured, Red Tail Free is a rare gift detailing the experience of Lt. Col. Alexander Jefferson, who was one of 32 Tuskegee Airmen from the 332nd Fighter Group to be shot down defending a country that considered them to be second-class citizens. In this vividly

detailed, deeply personal story, Jefferson writes as a genuine American hero about what it meant to be an African American pilot in enemy hands, fighting to protect the promise of freedom. The book features the sketches, drawings, and other illustrations Jefferson created during his nine months as a POW, and Lewis Carlson's authoritative background on the man, his unit, and the fight Alexander Jefferson fought so well. This revised edition covers the story of Jefferson's continuing outreach and education work, as he brings the story of the Tuskegee Airmen to communities and schools across the country, and the presentation of the Congressional Gold Medal to the Airmen in 2007. *Red Tail Captured, Red Tail Free* is perhaps the only account of the African American experience in a German prison camp.

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