

1. Record Nr.	UNINA9910793436303321
Autore	Brock David
Titolo	Brand authority : how to be everywhere, stand out from your competition and build an incredible brand // David Brock
Pubbl/distr/stampa	[Place of publication not identified] : , : Scribl, , [2019] ©2019
ISBN	1-63348-130-1
Descrizione fisica	1 online resource (27 pages)
Disciplina	658.827
Soggetti	Branding (Marketing) Consumers' preferences Consumer satisfaction
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Intro -- Also By David Brock -- Introduction -- Also By David Brock.
Sommario/riassunto	To succeed online or in business generally for that matter, you need a brand. It's not enough to simply start spamming the web with content; you need to ensure that you have thought about who you want to be, how you are going to gradually raise awareness of your company, how you are going to introduce a gradually increasing number of potential customers to your products and services and how you...

2. Record Nr.	UNINA9910819865403321
Autore	Ashdown Paul <1944->
Titolo	Imagining Wild Bill : James Butler Hickok in war, media, and memory // Paul Ashdown; Edward Caudill
Pubbl/distr/stampa	Carbondale, Illinois : , : Southern Illinois University Press, , [2020] Â©2020
ISBN	0-8093-3789-4
Descrizione fisica	1 online resource (274 pages) : illustrations
Collana	[Engaging the Civil War]
Disciplina	978.02092
Soggetti	Mass media Frontier and pioneer life West (U.S.) Biography
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Strange Ripples: A Brief Life Story -- Hickok and the Press: A Durable Story -- Dime Novels: The West Conquers the East -- A Country in the Mind: Hickok in Literature -- Box Office Bill: Hickok in the Movies -- Fancied Up Rooster: Hickok in Radio and Television -- Scribes and Tourists: The Hickok Hunters in Deadwood -- Conclusions: The Last Remaining Home -- Epilogue: Hickok in Biography and History; An Essay on Sources.
Sommario/riassunto	"By investigating the allure and power of Wild Bill Hickok's myth, Ashdown and Caudill explain how American journalism and popular culture have shaped the way Civil War-era figures are remembered and reveal how Americans have embraced violence as entertainment."--