

1. Record Nr.	UNINA9910465500903321
Autore	Wallinger Hanna
Titolo	Pauline E. Hopkins [[electronic resource]] : a literary biography / / by Hanna Wallinger
Pubbl/distr/stampa	Athens, : University of Georgia Press, c2005
ISBN	1-280-59610-4 9786613625939 0-8203-4394-3
Descrizione fisica	1 online resource (383 p.)
Disciplina	818/.409 B
Soggetti	African American authors African American women - Intellectual life African Americans in literature Authors, American - 19th century Authors, American - 20th century Women and literature - United States Electronic books.
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 and index.
Nota di contenuto	Background and beginnings -- Performances and Peculiar Sam -- The Colored American magazine -- The use of pseudonyms -- Booker T. Washington and famous men -- The Black woman's era -- The voices of the dark races -- The values of race literature -- Contending forces of the slave past -- Hagar's beautiful daughters -- Winona, manhood, and heroism -- Of one blood and the future African American -- Folk characters and dialect writing -- Short stories in the Colored American magazine -- On the platform with prominent speakers -- The New era magazine -- The late years.

2. Record Nr.	UNINA9910781596203321
Titolo	Perspectives on Arabic linguistics . VI : papers from the sixth Annual Symposium on Arabic Linguistics / / editors, Mushira Eid, Vicente Cantarino, Keith Walters
Pubbl/distr/stampa	Amsterdam : , : J. Benjamins Pub. Co., , 1994
ISBN	1-283-31286-7 9786613312860 90-272-7672-2
Descrizione fisica	1 online resource (viii, 238 pages) : illustrations
Collana	Amsterdam studies in the theory and history of linguistic science. Series IV, Current issues in linguistic theory, , 0304-0763 ; ; v. 115
Altri autori (Persone)	EidMushira CantarinoVicente <1925-> WaltersKeith
Disciplina	492.705 492/.7/05
Soggetti	Arabic language Arabic language - Grammar Arabic language - Syntax Arabic philology
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	PERSPECTIVES ON ARABIC LINGUISTICS VI; Editorial page; Title page; Copyright page; Table of contents; FOREWORD; INTRODUCTION; I. ARABIC IN CONTACT: THE HISPANO-ARABIC CONNECTION; CURRENT STATE OF RESEARCH IN THE FIELD OF ANDALUSI ARABIC: ACHIEVEMENTS AND PROSPECTS; ALJAMIADO AND THE MORISCOS' ISLAMICIZATION OF SPANISH; 1. Untranslated Arabisms; 2. Arabisms Adjusted to Romance Morphology; 3. Semantic Calques on Arabic; 4. Syntactic Calques on Arabic; REFERENCES; FROM SPOKEN TO WRITTEN LANGUAGE AND BACK: SOME CULTURAL CONSIDERATIONS ON HISPANO-ARABIC PHONETICS; 1. Juan Andres' Confusion 2. Martin De Ayala's Doctrina Christiana; REFERENCES; ON HISPANO-ARABIC HISTORICAL PHONOLOGY: LATIN AND ROMANCE EVIDENCE; 1. The Imala; 2. Semitic /g/ and /p/, Arabic /j/ and /f/.; 3. The phonemes

/l/ and /q/; REFERENCES; ELEMENTS OF ROMANCE PROSODY IN THE POETRY OF IBN QUZMAN; APPENDIX; REFERENCES; II. ARABIC IN CONTACT: OTHER CONNECTIONS; CONNECTIVES IN ARABIC DIGLOSSIA: THE CASE OF LEBANESE ARABIC; 1. Introduction; 2. Types and Scopes of Connectives in the Data; 3. Connecting Patterns and the Levels of LA in the Data; 4. Connectives and Diglossia: Past and present observations; REFERENCES
CLASSICAL ARABIC IN CONTACT: THE TRANSITION TO NEAR CATEGORICAL; AGREEMENT PATTERNS; 1. Introduction; 2. The Data; 3. Agreement in Pre-Islamic and early Classical Arabic; 4. The many faces of language contact; 5. Summary and Conclusions; REFERENCES; ON THE DEVELOPMENT OF THE ARABIC SUBJUNCTIVE; REFERENCES; III. PHONOLOGICAL PERSPECTIVES; ARABIC SEGMENTAL ERRORS AND SEGMENTAL PHONOLOGY; 1. Introduction; 2. Data and Analysis; 3. Conclusion; APPENDIX A; APPENDIX B; APPENDIX C; REFERENCES; RULES OF PHONOLOGY: PRE- OR POST-SYLLABLE STRUCTURE?; 1. Introduction 2. Rules Application: Pre-Syllabic Requirements; 3. Rules in Prosodic Theory; 4. Syllable Structure, Stress and Markedness; 5. Conclusion; REFERENCES; ON EMPHASIS AND /r/ IN ARABIC; 0. Introduction; 1. Emphasis; 2. Emphasis-Related Phenomena Involving /r/; 3. The Phonetics of /r/; 4. Discussion; 5. Conclusion; REFERENCES; INDEX OF SUBJECTS

Sommario/riassunto

This volume divides into 3 sections: I. Arabic in Contact: the Hispano-Arabic Connection; II. Arabic in Contact: Other Connections; III. Phonological Perspectives.

3. Record Nr.	UNINA9910820417503321
Autore	Pradeep A. K.
Titolo	AI for marketing and product innovation : powerful new tools for predicting trends, connecting with customers, and closing sales / / A. K. Pradeep, Andrew Appel, Stan Sthanunathan
Pubbl/distr/stampa	Hoboken, New Jersey : , : Wiley, , [2019] ©2019
ISBN	1-119-48409-X 1-119-48408-1
Edizione	[1st edition]
Descrizione fisica	1 online resource (267 pages)
Disciplina	658.80028563
Soggetti	Marketing - Technological innovations Artificial intelligence Machine learning
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Sommario/riassunto	Get on board the next massive marketing revolution AI for Marketing and Product Innovation offers creatives and marketing professionals a non-tech guide to artificial intelligence (AI) and machine learning (ML)—twin technologies that stand poised to revolutionize the way we sell. The future is here, and we are in the thick of it; AI and ML are already in our lives every day, whether we know it or not. The technology continues to evolve and grow, but the capabilities that make these tools world-changing for marketers are already here—whether we use them or not. This book helps you lean into the curve and take advantage of AI's unparalleled and rapidly expanding power. More than a simple primer on the technology, this book goes beyond the “what” to show you the “how”: How do we use AI and ML in ways that speak to the human spirit? How to we translate cold technological innovation into creative tools that forge deep human connections? Written by a team of experts at the intersection of neuroscience, technology, and marketing, this book shows you the ins and outs of these groundbreaking technological tools. Understand AI and ML technology in layman's

terms Harness the twin technologies unparalleled power to transform marketing Learn which skills and resources you need to use AI and ML effectively Employ AI and ML in ways that resonate meaningfully with customers Learn practical examples of how to reinvest product innovation, brand building, targeted marketing and media measurement to connect with people and enhance ROI Discover the true impact of AI and ML from real-world examples, and learn the thinking, best practices, and metrics you need to capture this lightning and take the next massive leap in the evolution of customer connection. AI for Marketing and Product Innovation shows you everything you need to know to get on board.
