

1. Record Nr.	UNINA9910788595103321
Autore	O'Shaughnessy John <1927-2023, >
Titolo	Persuasion in advertising // John O'Shaughnessy and Nicholas Jackson O'Shaughnessy
Pubbl/distr/stampa	London ; ; New York : , : Routledge, , 2004
ISBN	1-134-35409-6 1-134-35410-X 0-429-23008-7 0-415-32224-3 0-203-29998-1 1-280-06210-X
Edizione	[1st ed.]
Descrizione fisica	1 online resource (233 p.)
Classificazione	05.31
Altri autori (Persone)	O'ShaughnessyNicholas J. <1954->
Disciplina	659.1/01/9
Soggetti	Advertising - Psychological aspects Persuasion (Psychology)
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. 197-208) and index.
Nota di contenuto	Book Cover; Title; Contents; case studies; advertisement examples; Preface; Acknowledgements; What facilitates persuasion and what inhibits it?; Rationality, symbolism and emotion in persuasion; Persuasive advertising appeals, 1; Persuasive advertising appeals, 2; Persuasive advertising appeals, 3: cognitive approaches; Persuasive advertising appeals, 4; Notes; Index
Sommario/riassunto	Effective advertising is, almost always, persuasive advertising, and while not all advertising seeks to persuade, in a competitive situation those who best persuade are those most likely to win. This exciting new book seeks to explain the precise ways in which advertising successfully persuades consumers, setting out the strategies for advertisers to adopt and illustrating the theories at work.Offering not only a conceptual and theoretical grounding in persuasive techniques, this book also provides concrete empirical research that is uniquely incorporated into a marketing textbook f

2. Record Nr.	UNINA9910823516003321
Titolo	The condition of the working class in Turkey : labour under neoliberal authoritarianism / / Caatay Edgucan Sahin and Mehmet Erman Erol, editors
Pubbl/distr/stampa	London, UK : , : Pluto Press, , [2021] ©2021
ISBN	0-7453-4315-5 0-7453-4313-9
Edizione	[1st ed.]
Descrizione fisica	1 online resource (226 pages)
Disciplina	321.09
Soggetti	Regime change - Turkey Working class - Turkey - History
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Cover -- Title -- Copyright -- Contents -- List of Abbreviations -- Acknowledgements -- Introduction -- Part I: Restructuring -- Neoliberal Restructuring of Labour and the State: From Military Dictatorship to the AKP Era -- 1. Not-So-Strange Bedfellows: Neoliberalism and the AKP in Turkey -- 2. Turkey's Labour Markets Under Neoliberalism: An Overview -- 3. Commodification and Changing Labour in Turkey: The Working Class in the Public Sector -- 4. Neoliberal Transformation of Turkey's Health Sector and its Effects on the Health Labour Force -- Gender, Migration and Rural Aspects of Neoliberal Restructuring -- 5. Between Neoliberalism and Conservatism: Recent Developments and New Agendas in Female Labour Policies in Turkey -- 6. The Making of the Rural Proletariat in Neoliberal Turkey -- 7. Burden or a Saviour at a Time of Economic Crisis? AKP's 'Open-Door Migration Policy' and its Impact on Labour Market Restructuring in Turkey -- Part II: Containment -- 8. Social Assistance as a Non-Wage Income for the Poor in Turkey: Work and Subsistence Patterns of Social Assistance Recipient Households -- 9. A View of Precarisation from Turkey: Urban-Rural Dynamics and Intergenerational Precarity -- 10. When the Law is Not Enough: 'Work Accidents', Profit Maximisation and the Unwritten Rules of Workers'

Health and Safety in New Turkey -- 11. Are We All in the Same Boat?
Covid-19 and the Working Class in Turkey -- Part III: Resistance -- 12.
Reconsidering Workers' Self-Management in Turkey: From Resistance to
Workers' Self-Management Possibilities/Constraints -- 13. Organised
Workers' Struggles Under Neoliberalism: Unions, Capital and the State
in Turkey -- Notes -- Contributors -- Index.

Sommario/riassunto

A comprehensive new study that uncovers the real story of working-class struggle in Turkey.
