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Autore	Michaelson David
Titolo	A professional and practitioner's guide to public relations research, measurement, and evaluation // David Michaelson and Don W. Stacks
Pubbl/distr/stampa	New York, New York (222 East 46th Street, New York, NY 10017) : , : Business Expert Press, , 2014
ISBN	1-78684-357-9 1-60649-985-8
Edizione	[Second edition.]
Descrizione fisica	1 online resource (288 p.)
Collana	Public relations collection, , 2157-3476
Disciplina	659.2
Soggetti	Public relations - Evaluation Public relations - Research
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Part of: 2014 digital library.
Nota di bibliografia	Includes bibliographical references (pages 259-264) and index.
Nota di contenuto	Part I. Introduction to public relations research, measurement, and evaluation -- 1. Introduction to research and evaluations in public relations -- 2. The move toward standardization -- 3. The business of public relations -- 4. Measuring public relations outcomes -- Part II. Qualitative methods for effective public relations research, measurement, and evaluation -- 5. Secondary research -- 6. Qualitative research methodologies -- 7. Content analysis -- Part III. Quantitative methods for effective public relations research, measurement, and evaluation -- 8. Survey methodology -- 9. Statistical reasoning -- 10. Sampling -- Part IV. Wrapping up -- 11. The application of standards and best practices in research and evaluation for public relations -- Appendix. Dictionary of public relations measurement and research -- References -- Index.
Sommario/riassunto	Contemporary public relations practice has developed over the last several decades from the weak third sister in marketing, advertising, and public relations mix to a full player. To help you keep up to speed with the exciting changes and developments of publications, this book will provide you with the necessary understanding of the problems and promises of public relations research, measurement, and evaluation. As a public relations professional, this book will act as a guide to effective use of methods, measures, and evaluation in providing grounded

evidence of the success (or failure) of public relations campaigns. This outstanding contribution takes a best practices approach--one that focuses on taking the appropriate method and rigorously applying that method to collect the data that best answers the objectives of the research. It also presents an approach to public relations that focuses on establishing the profession's impact on the client's return on investment in the public relations function, whether that function be aimed at internal or external audiences using standardized measures. By the end of the book, you will understand why and how research is conducted and will be able to apply best practice standards to any research done by supply-side vendors or internal research departments.

2. Record Nr.	UNINA9911020438103321
Autore	Stuart Barbara (Barbara H.)
Titolo	Polymer analysis // Barbara H. Stuart
Pubbl/distr/stampa	Chichester ; ; New York, : J. Wiley, c2002
ISBN	9786612347559 9781282347557 1282347551 9780470511350 0470511354 9780470511343 0470511346
Descrizione fisica	1 online resource (304 p.)
Collana	Analytical techniques in the sciences
Disciplina	547 547.7 547.7046
Soggetti	Polymers - Analysis
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 and index.
Nota di contenuto	POLYMER ANALYSIS; Contents; Series Preface; Preface; Acronyms, Abbreviations and Symbols; About the Author; 1 Introduction; 1.1

Introduction; 1.2 History; 1.3 Thermoplastics; 1.4 Thermosets; 1.5 Elastomers; 1.6 High-Performance Polymers; 1.7 Copolymers; 1.8 Blends; 1.9 Composites; 1.10 Additives; 1.11 Speciality Polymers; 1.11.1 Liquid Crystalline Polymers; 1.11.2 Conducting Polymers; 1.11.3 Thermoplastic Elastomers; 1.11.4 Biomedical Polymers; 1.11.5 Biodegradable Polymers; References; 2 Identification; 2.1 Introduction; 2.2 Preliminary Identification Methods; 2.2.1 Solubility; 2.2.2 Density 2.2.3 Behaviour on Heating 2.3 Infrared Spectroscopy; 2.4 Raman Spectroscopy; 2.5 Nuclear Magnetic Resonance Spectroscopy; 2.6 Ultraviolet -Visible Spectroscopy; 2.7 Differential Scanning Calorimetry; 2.8 Mass Spectrometry; 2.9 Chromatography; 2.10 Emission Spectroscopy; References; 3 Polymerization; 3.1 Introduction; 3.2 Chain Polymerization; 3.2.1 Free-Radical Chain Polymerization; 3.2.2 Ionic Chain Polymerization; 3.2.3 Coordination Polymerization; 3.2.4 Ring-Opening Polymerization; 3.2.5 Practical Methods of Chain Polymerization; 3.3 Step Polymerization; 3.3.1 Statistics; 3.3.2 Kinetics 3.4 Copolymerization 3.5 Cross-Linking; 3.6 Dilatometry; 3.7 Infrared Spectroscopy; 3.8 Raman Spectroscopy; 3.9 Nuclear Magnetic Resonance Spectroscopy; 3.10 Differential Scanning Calorimetry; 3.11 Electron Spin Resonance Spectroscopy; 3.12 Refractometry; References; 4 Molecular Weight; 4.1 Introduction; 4.2 Molecular Weight Calculations; 4.3 Viscometry; 4.4 Chromatography; 4.5 Ultracentrifugation; 4.6 Osmometry; 4.7 Light Scattering; 4.8 End-Group Analysis; 4.9 Ibrbidimetric Titration; References; 5 Structure; 5.1 Introduction; 5.2 Isomerism; 5.3 Chain Dimensions; 5.4 Crystallinity 5.5 Orientation 5.6 Blends; 5.7 Thermal Behaviour; 5.8 Dilatometry; 5.9 Infrared Spectroscopy; 5.10 Raman Spectroscopy; 5.11 Nuclear Magnetic Resonance Spectroscopy; 5.12 Thermal Analysis; 5.12.1 Differential Scanning Calorimetry; 5.12.2 Thermal Mechanical Analysis; 5.12.3 Dynamic Mechanical Analysis; 5.13 Optical Microscopy; 5.14 Transmission Electron Microscopy; 5.15 X-Ray Diffraction; 5.16 Neutron Scattering; References; 6 Surface Properties; 6.1 Introduction; 6.2 Infrared Spectroscopy; 6.2.1 Attenuated Total Reflectance Spectroscopy; 6.2.2 Specular Reflectance Spectroscopy 6.2.3 Difuse Reflectance Spectroscopy 6.2.4 Photoacoustic Spectroscopy; 6.3 Raman Spectroscopy; 6.4 Photoelectron Spectroscopy; 6.5 Secondary-Ion Mass Spectrometry; 6.6 Inverse Gas Chromatography; 6.7 Scanning Electron Microscopy; 6.8 Surface Tension; 6.9 Atomic Force Microscopy; 6.10 Tribology; References; 7 Degradation; 7.1 Introduction; 7.2 Oxidative Degradation; 7.3 Thermal Degradation; 7.4 Radiation Degradation; 7.5 Combustion; 7.6 Dissolution; 7.7 Infrared Spectroscopy; 7.8 Raman Spectroscopy; 7.9 Electron Spin Resonance Spectroscopy; 7.10 Thermal Analysis 7.10.1 Thermogravimetric Analysis

Sommario/riassunto

This book introduces the techniques used for the analysis of polymers. It covers the main aspects of polymer science and technology; identification, polymerization, molecular weight, structure, surface properties, degradation and mechanical properties.* Clear explanations of each analytical technique* Describes the application of techniques to the study of polymers* Encourages learning through numerous self-assessment questions and answers* Structured for flexible learning
