

1. Record Nr.	UNINA9910480266803321
Titolo	How advertising works [[electronic resource]] : the role of research / / edited by John Philip Jones
Pubbl/distr/stampa	Thousand Oaks, Calif. ; ; London, : SAGE, c1998
ISBN	1-4522-3150-8 0-7619-1240-1 1-4522-6756-1
Descrizione fisica	1 online resource (373 p.)
Altri autori (Persone)	JonesJohn Philip
Disciplina	659.1
Soggetti	Advertising - Research Advertising Electronic books.
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 indexes.
Sommario/riassunto	Bringing together the theory and practice of advertising, this is an authoritative handbook of the research procedures which determine effective advertising.

2. Record Nr.	UNINA9910827960603321
Titolo	Smart & adaptive optics : selected, peer reviewed papers from CIMTEC 2012 - 4th International Conference on Smart Materials, Structures and Systems, June 10-14, 2012, Terme, Italy / / edited by Pietro Vincenzini, Maurizio Ferrari, Giancarlo Righini
Pubbl/distr/stampa	Durnten-Zurich ; ; Enfield, New Hampshire : , : Trans Tech, , [2013] ©2013
ISBN	3-908158-90-7
Descrizione fisica	1 online resource (102 p.)
Collana	Advances in science and technology ; ; v. 82
Altri autori (Persone)	VincenziniP. <1939-> FerrariMaurizio RighiniGiancarlo C
Disciplina	620.19
Soggetti	Optics, Adaptive Smart materials
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	Smart & Adaptive Optics; Preface and Committees; Table of Contents; Chapter 1: Nanophotonics; Gas Cluster Ion Beam Technology for Nano-Fabrication; Passive and Active Nanophotonics; Chapter 2: Active Optical Materials and Devices; White Light Generation in Rare-Earth-Doped Amorphous Films Produced by Ultrasonic Spray Pyrolysis; Hybrid Organic-Inorganic Photodriven Nanoimpellers for Drug Release; PLZT: Nd3+ Ceramics for Photonic Applications; Development of Field-Controlled Smart Optic Materials (ScN, AlN) with Rare Earth Dopants Multimodal, High-Resolution Imaging System Based on Stimuli-Responsive PolymersElectric Field Dependence of Molecular Orientation and Anisotropic Magnetic Interactions in the Ferroelectric Liquid Crystalline Phase of an Organic Radical Compound by EPR Spectroscopy; Whispering Gallery Mode Microresonators for Biosensing; Chapter 3: Adaptive Optics; Intelligent Optical Systems Using Adaptive Optics; Adaptive Optical Systems in Russian Federal Nuclear Center - VNIIEF with Different Control Principles; Peculiarities of Adaptive Laser Location of Debris with Rough Surface; Keywords Index

Sommario/riassunto

The 12 peer-reviewed papers collected here together offer a plenitude of up-to-date information on ""Smart & Adaptive Optics"". The papers are conveniently arranged into: Chapter 1: Nano-photonics, Chapter 2: Active Optical Materials and Devices, Chapter 3: Adaptive Optics. Review from Book News Inc.: The 12 papers in this collection were presented at the Smart and Adaptive Optics symposium of the CIMTEC 2012 Fourth International Conference on Smart Materials, Structures, and Systems held in Montecatini Terme, Italy in June 2012. The three general topics are nanophotonics, active optical mater