

1. Record Nr.	UNISOBVAN0107390
Autore	Berman, Margo
Titolo	The blueprint for strategic advertising : how critical thinking builds successful campaigns / Margo Berman
Pubbl/distr/stampa	New York, : Routledge, 2016
ISBN	978-07-656-4657-6 978-13-17-21161-7 978-13-17-21162-4
Descrizione fisica	XVI, 208 p. ; 24 cm
Disciplina	659.111
Soggetti	Strategic planning Advertising Critical thinking
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Sommario/riassunto	The Blueprint for Strategic Advertising's step-by-step approach takes a comprehensive and exclusive look into the strategic use of visual, verbal, social media, integrated, and global of advertising communication. Its deconstructive process analyzes one aspect at a time, creating an invaluable research tool that students, professors, small business owners and entrepreneurs will refer to, time and again. This useful guide will concentrate on how strategy is integrated into visual and verbal ideation. Berman's compact, content-rich guide offers chapters detailing social media, user-centered interactive advertising, and presentation strategy, closing with the creation of a 'blueprint' to strategizing globally. Features include a handy reference guide to powerful strategizing, an exploration of strategies for myriad media and messaging vehicles, and an examination of the strategic implementation of the visual and verbal union. This guide will be useful to students in advertising, marketing, and business courses as well as advertising professionals and entrepreneurs, outside the classroom.

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| 2. Record Nr. | UNIORUON00422204 |
| Autore | LEAUTAUD, Paul |
| Titolo | 11.: Janvier 1935 - Mai 1937 / de Paul Léautaud |
| Pubbl/distr/stampa | Paris, : Mercure de France, 1961 |
| Descrizione fisica | 380 p. ; 21 cm. |
| Disciplina | 070.92 |
| Soggetti | GIORNALISMO LETTERARIO |
| Lingua di pubblicazione | Francese |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |
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| 3. Record Nr. | UNINA9910840493603321 |
| Autore | Ciconte, Enzo |
| Titolo | 1992. : l'anno che cambiò l'Italia : da mani pulite alle stragi di mafia / Enzo Ciconte |
| Pubbl/distr/stampa | Novara, : Interlinea, 2022 |
| ISBN | 978-88-6857-475-8 |
| Descrizione fisica | 140 p. ; 16 cm |
| Collana | Alia ; 80 |
| Disciplina | 945.0929 |
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| Collocazione | COLLEZ. 3095 (80) |
| Lingua di pubblicazione | Italiano |
| Formato | Materiale a stampa |
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