

1.	Record Nr.	UNISA990000198160203316
	Autore	Tinkham, Michael
	Titolo	Introduction to superconductivity / Michael Tinkham
	Pubbl/distr/stampa	New York : McGraw-Hill, copyr. 1975
	Descrizione fisica	XIV, 296 p. : ill. ; 24 cm
	Collana	International series in pure and applied physics ; 42
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	Collocazione	530 ISP (42) A
	Lingua di pubblicazione	Inglese
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2.	Record Nr.	UNINA9910900177503321
	Autore	Nelson-Field Karen
	Titolo	The Attention Economy : A Category Blueprint / / by Karen Nelson-Field
	Pubbl/distr/stampa	Singapore : , : Springer Nature Singapore : , : Imprint : Palgrave Macmillan, , 2024
	ISBN	9789819700844 9819700841
	Edizione	[1st ed. 2024.]
	Descrizione fisica	1 online resource (386 pages)
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	Soggetti	Advertising media planning Communication Telemarketing Internet marketing Social media Digital media Advertising Media Planning Media and Communication Digital Marketing Social Media Digital and New Media

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Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Chapter 1 The First Episode -- Chapter 2 Big Little Learnings -- Chapter 3 Attention Science Becomes a Science -- Chapter 4 The Reinvention of Invention -- Chapter 5 A Guide to Now and Next -- Chapter 6 From Realization to Action: the diary of a CPO -- Chapter 7 The Investors -- Chapter 8 Attention to Ethics -- Chapter 9 Back to the Future Gazing.
Sommario/riassunto	<p>“Attention Economics is the science that the marketing world has desperately needed for at least the last decade. The SOV model, which relates market share to advertising spend, has been a fundamental principle in media planning, but its reliability has diminished due to digital media's impact. The discrepancy in the commercial value of exposures on different platforms has disrupted the correlation between extra share of voice and market share growth, highlighting the desperate need to incorporate Attention Economics for a more accurate media planning approach. This is why this book is so important.” — Peter Field, Marketing Consultant, Peter Field Consulting, United Kingdom</p> <p>In this compelling sequel, <i>The Attention Economy: A Category Blueprint</i>, takes an in-depth look into the dynamic world of marketing and advertising, unveiling the pivotal role that human attention measurement plays in the present and future landscape. Designed for industry professionals, this book serves as a blueprint, offering profound insights and actionable advice. The book begins by reflecting on the whirlwind of transformations that have shaped the marketing landscape over the past three decades. It then examines the perfect storm of events that has propelled attention economics to the forefront of the industry's agenda. Throughout its chapters, the book catalogs cutting-edge research and tackles critical issues such as attention measurement, metrics, prediction, distraction, data quality and the ethical use of attention data ultimately piecing together the intricate puzzle and offering clarity for industry professionals. Industry leaders and early adopters contribute their insights, offering valuable perspectives on their own experiences and practical applications of attention data. The book's engaging style blends quick tips, simple explanations of complex concepts and humorous anecdotes to make the content accessible and enjoyable. By blending storytelling and practical advice, the book succeeds in demystifying the intricate world of attention economics. This book is a must-read for marketing professionals seeking to understand the evolving landscape of advertising. It offers a blueprint for change and foresight into the future of the attention economy. In doing so, it becomes an invaluable resource for anyone navigating the challenges and opportunities of today's marketing world. .</p>