

1. Record Nr.	UNINA9910784403303321
Autore	Rapley Mark
Titolo	The social construction of intellectual disability // Mark Rapley [[electronic resource]]
Pubbl/distr/stampa	Cambridge : , : Cambridge University Press, , 2004
ISBN	1-107-14408-6 1-280-54015-X 0-511-21417-0 0-511-21596-7 0-511-21059-0 0-511-48988-9 0-511-31494-9 0-511-21236-4
Descrizione fisica	1 online resource (xi, 246 pages) : digital, PDF file(s)
Disciplina	362.2/0422
Soggetti	People with mental disabilities Social interaction Group identity
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Title from publisher's bibliographic system (viewed on 05 Oct 2015).
Nota di bibliografia	Includes bibliographical references (p. 219-237) and index.
Nota di contenuto	Cover; Half-title; Title; Copyright; Dedication; Contents; Acknowledgements; A note on the cover illustration; A note on transcription notation; Introduction; 1 A discursive psychological approach; 2 Intellectual disability as diagnostic and social category; 3 The interactional production of 'dispositional' characteristics: or why saying 'yes' to one's interrogators may be smart strategy; 4 Matters of identity; 5 Talk to dogs, infants and...; 6 A deviant case...; 7 Some tentative conclusions; Appendix 1 Current definitions of mental retardation/intellectual disability Appendix 2 Frequently asked questions about mental retardation and the AAMR definition References; Index
Sommario/riassunto	Intellectual disability is usually thought of as a form of internal, individual affliction, little different from diabetes, paralysis or chronic

illness. This study, the first book-length application of discursive psychology to intellectual disability, shows that what we usually understand as being an individual problem is actually an interactional, or social, product. Through a range of case studies, which draw upon ethnomethodological and conversation analytic scholarship, the book shows how persons categorized as 'intellectually disabled' are produced, as such, in and through their moment-by-moment interaction with care staff and other professionals. Mark Rapley extends and reformulates current work in disability studies and offers a reconceptualisation of intellectual disability as both a professionally ascribed diagnostic category and an accomplished - and contested - social identity. Importantly, the book is grounded in data drawn from naturally-occurring, rather than professionally orchestrated, social interaction.

2. Record Nr.	UNINA9910953684103321
Autore	Eicker Daniel Julius
Titolo	Brand communities : Lösung für eine effektivere Markenkommunikation // Daniel Julius Eicker
Pubbl/distr/stampa	Hamburg, : Druck Diplomica, 2008
ISBN	3-8366-0841-3
Edizione	[1st ed.]
Descrizione fisica	1 online resource (67 p.)
Collana	Diplomarbeit
Disciplina	658 827
Soggetti	Brand name products Branding (Marketing)
Lingua di pubblicazione	Tedesco
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Brand Communities; Inhaltsverzeichnis; Abbildungsverzeichnis; 1 Einleitung; 2 Wirkung von Brand Communities auf die Markenstärke; 3 Implikationen für das Management von Brand Communities; 4 Schlussbetrachtung; Literaturverzeichnis
Sommario/riassunto	HauptbeschreibungDie Studie ""Brand Communities und Markenstärke"" befasst sich mit einem relevanten und interessanten Bereich des Markenmanagements. In Zeiten des zunehmenden

Rechtfertigungsdrucks für Marketingaufwendungen sind akademische Forschung und unternehmerische Praxis auf der Suche nach geeigneten Steuerungsgroßen und Kennzahlen, die den Nutzen von Marketingbudgets abbilden. Im Blickpunkt steht dabei insbesondere der Markenwert. An diesem Punkt setzt die vorliegende Diplomarbeit an und untersucht das Instrument "Brand Community" hinsichtlich des Einflusses auf die Marken

3. Record Nr.	UNINA9910229224603321
Titolo	The Holy Cross journal of law and public policy
Pubbl/distr/stampa	[Worcester, MA], : College of the Holy Cross, 1996-
Disciplina	340
Soggetti	Law - Social aspects - United States Ordre public - Etats-Unis Processus judiciaire - Etats-Unis Law - Social aspects Recht Openbaar bestuur Droit Politique publique Societe Periodicals. Periodique electronique (Descripteur de forme) Ressource Internet (Descripteur de forme) United States Etats-Unis
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Periodico
Note generali	Title from journal contents screen (HeinOnline, viewed June 14, 2004).

