

1. Record Nr.	UNISANNIOTO00366540
Titolo	Privatizzazioni ed efficienza della pubblica amministrazione alla luce del diritto comunitario : atti del Convegno / a cura di Adolfo Angeletti
Pubbl/distr/stampa	Milano, : A. Giuffrè, 1996
ISBN	8814057001
Descrizione fisica	297 p. ; 24 cm
Disciplina	346 346.45067
Soggetti	Aziende pubbliche - Privatizzazione - Legislazione - Congressi - 1993 Impiego pubblico - Legislazione - Congressi - 1993
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Lingua di pubblicazione	Italiano
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Livello bibliografico	Monografia
Note generali	Tenuto a Torino nel 1993.

2. Record Nr.	UNINA9910956877603321
Titolo	Rock brands : selling sound in a media saturated culture // edited by Elizabeth Barfoot Christian
Pubbl/distr/stampa	Lanham, : Lexington Books, 2010
ISBN	979-82-16-22987-2 1-282-93662-X 9786612936623 0-7391-4636-X
Edizione	[1st ed.]
Descrizione fisica	1 online resource (600 p.)
Altri autori (Persone)	ChristianElizabeth Barfoot <1971->
Disciplina	781.66068/8
Soggetti	Rock music - Marketing Branding (Marketing) - Social aspects
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	A Note on the Epigraphs; Introduction; I; Leaving a Lasting Impression-Why Branding Works; 1; KISS Your Money Goodbye: Why Fans Can't Get Enough of the Biggest Rock Brand in History; 2; Highway to Heavenly Profits: The Marriage of AC/DC and Walmart; 3; The Family Osbourne: A Narrative of Domesticity Tames and Enriches the Godfather of Heavy Metal; 4; "Moving Her Hips, Like, Yeah": Can Miley Survive the Hannah Brand?; 5; Birds of a Feather? Positioning Phish in Relation to the Grateful Dead in Rolling Stone Album Reviews; 6; Fandom of the Internet: Musician Communication with Fans; II Image is Everything-How Religion and Politics Play in Pop Music Culture7; Manson's R + J: Shakespeare, Marilyn Manson, and the Fine Art of Scapegoating; 8; Leading People to Rock: Evangelism in the Music of Bon Jovi; 9; It's Still Rock and Roll to Me: Christian Heavy Metal and the Problem of Authenticity; 10; Sight and Sound: How a Louis Vuitton Advertisement Defines Rock and Roll; 11; Kanye West: A Critical Analysis of Mass Media's Representation of a Cultural Icon's Rhetoric and Celebrity; 12; Country Crooners and FOX News: Country Music and the FOX Brand; III Outlasting Your 15 Minutes- Making the Medium Work for You in Life

and Death¹³; "If You Catch Me at the Border I Got Visas in My Name": Borders, Boundaries, and the Production of M.I.A.; ¹⁴; Your "American Idol": The Intersection Between Reality Television, Ideology and the Music Industry in Popular Culture; ¹⁵; Gaming the Guitar: Aerosmith, Metallica, The Beatles, and the Music Video Game Revolution; ¹⁶; How Much Does It Cost If It's Free? The Selling (Out) of Elvis Presley¹⁷; ¹⁷; When Death Goes Digital: Michael Jackson, Twenty-First-Century Celebrity Death, and the Hero's Journey
AcknowledgmentsAbout the Contributors; About the Editor

Sommario/riassunto

Rock Brands: Selling Sound in a Media Saturated Culture, edited by Elizabeth Barfoot Christian, explores how different genres of popular music are branded and marketed today. The authors provide research explaining how established mainstream artists and bands, from Christian heavy metal bands to Kanye West to Marilyn Manson, are continuing to market themselves in an ever-changing technological world, and how such bands can use integrated marketing communication to effectively 'brand' themselves to prevent technology and delivery changes from stifling their success. Rock Brands further
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