

1. Record Nr.	UNINA9910960944503321
Autore	Gibson Stephen
Titolo	Self-Portrait in a Door-Length Mirror : Poems // Stephen Gibson
Pubbl/distr/stampa	Fayetteville, [North Carolina] : , : University of Arkansas Press, , 2017 ©2017
ISBN	1-61075-611-8
Edizione	[1st ed.]
Descrizione fisica	1 online resource (83 pages)
Collana	Miller williams poetry prize
Disciplina	757
Soggetti	Self-portraits Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Intro -- Contents -- Diane Arbus: Self-Portrait in a Door-Length Mirror -- I -- Genghis Khan in Chicago -- Girl by a Window -- 1957 -- Variations on a Simile Overheard at a Showing of Quentin Tarantino's Django Unchained -- Crime Scene Photo of a Hotel Murder in the Times Square Area -- Manhattan Noir -- Craigslist Killer Noir -- Chickpeas -- Chickpeas -- Improvisation on Warhol's Campbell's Soup Cans -- Nudes -- Saving the Mare -- In Memoriam C. E. 1957-2014 -- II -- Lewis Carroll Photographs of Alice Liddell -- Sacred Flesh: Bonnard -- X-Factors: De Chirico -- View of the Paris Communard Dead Murdered by Versailles Troops at Père-Lachaise Cemetery, 1871 -- III -- Megapixels -- Crossing Sartre's Bridge with Inez and Estelle during the Iraq War -- Apocalypse -- On Guido Reni's Apollo Flaying Marsyas as Iraq -- Boxes -- A Pipe -- '60s Fellini Noir -- Regrets, No Regrets -- Nuremberg -- Looking at the Göring Suicide Photograph.
Sommario/riassunto	Winner of the 2017 Miller Williams Poetry Prize, edited by Billy Collins "Shows this exceptional poet at his rhyming best." --Billy Collins Self-Portrait in a Door-Length Mirror presents the mirror that reflects not always what is, but what is desired, or not desired.

2. Record Nr.	UNINA9910580135703321
Autore	Sestino Andrea
Titolo	Non-Fungible Tokens (NFTs) : Examining the Impact on Consumers and Marketing Strategies / / by Andrea Sestino, Gianluigi Guido, Alessandro M. Peluso
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Palgrave Macmillan, , 2022
ISBN	9783031072031 3031072030
Edizione	[1st ed. 2022.]
Descrizione fisica	1 online resource (109 pages)
Disciplina	005.74 658.872
Soggetti	Marketing Technological innovations Innovation and Technology Management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Introduction -- Chapter 1. A review of the concept of NFTs in marketing -- Chapter 2. How Materialism Influences the Purchase of NFT-Based Artworks -- Chapter 3. The Role of Consumer Innovation in Buying Fashion NFTs -- Chapter 4. The Moderating Effect of Status-Consumption Orientation in a NFT-musical Setting -- Conclusions.
Sommario/riassunto	This book focuses on the relevance of non-fungible token-based products in the current hyper-digitalized and hyper-connected world. Connecting the new NFTs' technologies with academic literature on marketing, the authors highlight future research streams as well as strategies and factors that marketers and managers can use to promote this new type of product. Starting with an overview of the nature and increasing importance of NFTs in marketing, the authors extensively examine the blockchain technology that underlies this new innovation along with its applications. Specifically, by reviewing the existing literature on NFTs, the authors explain the emerging topics and business opportunities offered by NFTs for intellectual property protection, development of new lifestyles, and forms of entertainment.

The second part of the book investigates NFTs in three different contexts: art, music, and fashion. By exploring the key behavioral variables that underlie consumers' intentions to purchase NFT-based products (i.e., materialism, status consumption orientation, innovativeness), the authors discuss the various implications for advertising and marketing strategies in such industries. Offering a state-of-the-art look at this new technology, this book presents a guide for scholars and anyone looking for an understanding of NFTs and the opportunities they present. With a preface by Russell Belk.

Andrea Sestino is Ph.D. Candidate in Management & Marketing at the University of Bari "Aldo Moro", Collaborator at the Cabinet of the Italian Minister of Economic Development in fields of artificial intelligence, Internet-of-things, and business digitalization, and R&D Specialist in applied industrial research for digital transition. He has published in international peer-reviewed journals. Gianluigi Guido (Ph.D., University of Cambridge, UK) is Full Professor of Marketing at the University of Salento, Italy, where he is Director of the Ph.D. Program in Digital Transformation and Sustainability. For Palgrave Macmillan, he has been the co-author of "Sustainable Luxury Brands" (2017), with forewords by R. Bagozzi and P. Kotler. Alessandro M. Peluso (Ph.D. in Quantitative Methods for Market Analysis) is Associate Professor of Business Management at the University of Salento, and Lecturer in Marketing at the LUISS University of Rome, Italy. He has published many research articles in top-tier peer-reviewed journals, such as Journal of Consumer Research and Journal of Marketing Research.

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