

1. Record Nr.	UNINA9910797535603321
Autore	Hanson Victor Davis
Titolo	Bonfire of the humanities : rescuing the classics in an impoverished age // Victor Davis Hanson, John Heath and Bruce S. Thornton
Pubbl/distr/stampa	Wilmington, DE : , : ISI Books, , [2001] ©2001
ISBN	1-4976-5160-3
Descrizione fisica	1 online resource (261 pages)
Disciplina	370.112
Soggetti	Education, Humanistic - United States Classical education - United States
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Machine generated contents note: ACKNOWLEDGMENTS -- INTRODUCTION: Academic Populism and the Assault on the Classics -- PART I: What We Should Not Be and Not Do -- i. Cultivating Sophistry -- Brnce S Thomrton -- 2. Socrates Redux: Classics in the Multicultural University? -- John Heath -- PART II: Very Bad Theory -- 3. More Quarreling in the Muses' Birdcage -- John Heath -- 4. "Too Much Ego in Your Cosmos" -- Victor Davis Hanson -- 5: The Enemy Is Us: The "Betrayal of the Postmodern Clerks" -- Bruce S. Thorton -- PART III: Elitists, Careerists, and Assorted Opportunists -- 6. Self-Promotion and the "Crisis" in Classics -- John Heath -- Who Killed Homer?: The Prequel -- Victor Davis Hanson i John Heath -- 8. The Twilight of the Professors , -- Bruce S. Thornton -- I aPLOCuE: Not the Unabomber -- iJohn HeathH -- lloTE5 -- NOEO -- BOT THE AUTHORS -- f0'\$4090I I: 1: I.

2. Record Nr.	UNINA9910968275603321
Autore	O'Shaughnessy John <1927->
Titolo	Persuasion in advertising / / John O'Shaughnessy and Nicholas Jackson O'Shaughnessy
Pubbl/distr/stampa	London ; ; New York, : Routledge, 2004
ISBN	1-134-35409-6 1-134-35410-X 0-429-23008-7 0-415-32224-3 0-203-29998-1 1-280-06210-X
Edizione	[1st ed.]
Descrizione fisica	1 online resource (233 p.)
Classificazione	05.31
Altri autori (Persone)	O'ShaughnessyNicholas J. <1954->
Disciplina	659.1/01/9
Soggetti	Advertising - Psychological aspects Persuasion (Psychology)
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 (p. 197-208) and index.
Nota di contenuto	Book Cover; Title; Contents; case studies; advertisement examples; Preface; Acknowledgements; What facilitates persuasion and what inhibits it?; Rationality, symbolism and emotion in persuasion; Persuasive advertising appeals, 1; Persuasive advertising appeals, 2; Persuasive advertising appeals, 3: cognitive approaches; Persuasive advertising appeals, 4; Notes; Index
Sommario/riassunto	Effective advertising is, almost always, persuasive advertising, and while not all advertising seeks to persuade, in a competitive situation those who best persuade are those most likely to win. This exciting new book seeks to explain the precise ways in which advertising successfully persuades consumers, setting out the strategies for advertisers to adopt and illustrating the theories at work.Offering not only a conceptual and theoretical grounding in persuasive techniques, this book also provides concrete empirical research that is uniquely incorporated into a marketing textbook f