

1. Record Nr.	UNINA9911019176703321
Autore	Taylor Jim <1964->
Titolo	Rigorous magic : communication ideas and their application // Jim Taylor & Steve Hatch
Pubbl/distr/stampa	Hoboken, N.J., : Wiley, 2007
ISBN	9786610855995 9780470687413 047068741X 9781119209232 1119209234 9781280855993 1280855991 9780470511879 0470511877
Descrizione fisica	1 online resource (306 p.)
Altri autori (Persone)	HatchSteve
Disciplina	658.8/101
Soggetti	Communication in marketing Brand name products Branding (Marketing) Advertising
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	The heart of the matter -- The evolution of magic -- With an eye on execution -- With an eye on the contextual -- With an eye on strategy -- Beyond strategic vs executional -- Inventing a brand : the 'KR bar' -- Communication combinations -- Knowing your 'HOCOS' -- Generating ideas -- Judging brand ideas : trout or trolley?.
Sommario/riassunto	In the marketing world, communication ideas are revered for their magical ability to affect how consumers behave towards brands. Despite this, they are poorly understood. How many types are there? What are their characteristics? How should you use them? And what makes a good one? Most marketers simply cannot answer these questions. Rigorous Magic answers these questions, bringing science to

the art of ideas. Jim Taylor and Steve Hatch dispel the myths around communication ideas and create a practical 'road map' for marketers to select which types are best for their brand to compete. O

2. Record Nr.	UNINA9910970000003321
Autore	DeConick April
Titolo	Practicing Gnosis [[electronic resource]] : Ritual, Magic, Theurgy and Liturgy in Nag Hammadi, Manichaeism and Other Ancient Literature. Essays in Honor of Birger A. Pearson
Pubbl/distr/stampa	Leiden, : BRILL, 2013
Descrizione fisica	1 online resource (581 p.)
Collana	Nag Hammadi and Manichaeism Studies
Altri autori (Persone)	Shaw Gregory Turner John D
Disciplina	299.932
Soggetti	Gnosticism -- History Neoplatonism Occultism Gnosticism - History Philosophy & Religion Philosophy
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	Contents; Introduction; A TRIBUTE TO BIRGER A. PEARSON; George W.E. Nickelsburg. For Birger Pearson: A Scholar Who Both Studies and Embodies Syncretism; Gerald James Larson. Religionsgeschichtliche Schule, Religionswissenschaft, Piano, Oboe and Bourbon; Gregory Shaw. Birger Pearson: Scholar, Professor and Mentor; Birger Albert Pearson A Bibliography; SECTION ONE. INITIATORY PRACTICES; April D. DeConick. The Road for the Soul Is through the Planets: The Mysteries of the Ophians Mapped; Roger Beck. Ecstatic Religion in the Roman Cult of Mithras Bas van Os. The Gospel of Philip as Gnostic Initiatory Discourse Elliot R. Wolfson. Becoming Invisible: Rending the Veil and the Hermeneutic of

Secrecy in the Gospel of Philip; Erin Evans. Ritual in the Second Book of Jeu; Nicola Denzey Lewis. Death on the Nile: Egyptian Codices, Gnosticism, and Early Christian Books of the Dead; SECTION TWO. RECURRENT PRACTICES; Einar Thomassen. Going to Church with the Valentinians; Madeleine Scopello. Practicing ""Repentance"" on the Path to Gnosis in Exegesis on the Soul
 Edward P. Butler. Opening the Way of Writing: Semiotic Metaphysics in the Book of Thoth; Fernando Bermejo-Rubio. ""I Worship and Glorify"": Manichaean Liturgy and Piety in Kellis' Prayer of the Emanations; Jason David BeDuhn. The Manichaean Weekly Confession Ritual; Jorunn Jacobsen Buckley. Ritual Ingenuity in the Mandaean Scroll of Exalted Kingship; SECTION THREE. THERAPEUTIC PRACTICES; Naomi Janowitz. Natural, Magical, Scientific or Religious? A Guide to Theories of Healing; Grant Adamson. Astrological Medicine in Gnostic Traditions
 Marvin Meyer. The Persistence of Ritual in the Magical Book of Mary and the Angels P. Heid. Inv. Kopt. 685; Rebecca Lesses. Image and Word: Performative Ritual and Material Culture in the Aramaic Incantation Bowls; SECTION FOUR. ECSTATIC PRACTICES; John D. Turner. From Baptismal Vision to Mystical Union with the One: The Case of the Sethian Gnostics; Niclas Forster. Marcosian Rituals for Prophecy and Apolytrosis; James R. Davila. Ritual in the Hekhalot Literature; SECTION FIVE. PHILOSOPHIC PRACTICES; Zeke Mazur. The Platonizing Sethian Gnostic Interpretation of Plato's Sophist
 Michael A. Williams. Did Plotinus ""Friends"" Still Go to Church? Communal Rituals and Ascent Apocalypses; Kevin Corrigan. The Meaning of ""One"" Plurality and Unity in Plotinus and Later Neoplatonism; Gregory Shaw. Theurgy and the Platonist's Luminous Body; Index

Sommario/riassunto

The essays in Practicing Gnosis demonstrate that the Gnostics were not necessarily trendy intellectuals seeking epistemological certainties. Instead, this book explores how Gnostics were seeking religious experiences that relied on practices including ritual, magic, liturgy, and theurgy. This book celebrates the career of Birger A. Pearson.
