

1. Record Nr.	UNINA9910699567403321
Autore	Hood Sharon M
Titolo	Mitigating old tree mortality in long-unburned, fire-dependent forests [[electronic resource]] : a synthesis // Sharon M. Hood
Pubbl/distr/stampa	Fort Collins, CO : , : U.S. Dept. of Agriculture, Forest Service, Rocky Mountain Research Station, , [2010]
Descrizione fisica	1 online resource (iii, 71 pages) : digital, PDF file
Collana	General technical report RMRS ; ; GTR-238
Soggetti	Prescribed burning Conifers - Effect of fires on Conifers - Mortality - Prevention Conifers - Wounds and injuries - Prevention Old growth forest conservation
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Title from title screen (viewed Sept. 7, 2010). "June 2010." "A summary of knowledge from the Joint Fire Science Program."
Nota di bibliografia	Includes bibliographical references (pages 58-66).

2. Record Nr.	UNINA9910970610903321
Autore	Stole Inger L
Titolo	Advertising on trial : consumer activism and corporate public relations in the 1930s // Inger L. Stole
Pubbl/distr/stampa	Urbana, Ill., : University of Illinois Press, c2006
ISBN	9786613044099 9781283044097 1283044099 9780252092589 0252092589
Edizione	[1st ed.]
Descrizione fisica	1 online resource (312 p.)
Collana	History of communication
Disciplina	659.1/0973/09043
Soggetti	Advertising - United States - History Corporations - Public relations - United States
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di bibliografia	Includes bibliographical references (p. [209]-277) and index.
Nota di contenuto	The rise of a corporate culture : early consumer response -- Advertising challenged : the creation of consumers' research and the rise of the 1930's consumer movement -- The drive for legislation to establish federal advertising regulation, 1933-1935 -- A consumer movement divided : the birth of Consumers Union Inc. -- Defining the "consumer agenda," the business community joins the Frey -- Legislative closure : the Wheeler-Lea Amendment -- Witch hunt, red baiting, and the end to the radical critique of advertising.
Sommario/riassunto	In the 1930s, the United States almost regulated advertising to a degree that seems unthinkable today. Activists viewed modern advertising as propaganda that undermined the ability of consumers to live in a healthy civic environment. Organized consumer movements fought the emerging ad business and its practices with fierce political opposition. Inger L. Stole examines how consumer activists sought to limit corporate influence by rallying popular support to moderate and change advertising. Stole weaves the story through the extensive use of primary sources, including archival research done with consumer and trade group records, as well as trade journals and engagement with the

existing literature. Her account of the struggle also demonstrates how public relations developed in order to justify laissez-faire corporate advertising in light of a growing consumer rights movement, and how the failure to rein in advertising was significant not just for civic life in the 1930s but for our era as well.
