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| 1. Record Nr. | UNINA990002871760403321 |
| Autore | Pettinger, Richard |
| Titolo | Introduction to management / Richard Pettinger |
| Pubbl/distr/stampa | Houndmills (Hampshire) : MacMillan, 1997 |
| ISBN | 0-333-68745-0 |
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| Collocazione | 1-0-318-TI |
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| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |
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| 2. Record Nr. | UNINA9910971191203321 |
| Autore | Burns Kelli S |
| Titolo | Celeb 2.0 : how social media foster our fascination with popular culture
// Kelli S. Burns |
| Pubbl/distr/stampa | Santa Barbara, Calif., : Praeger, c2009 |
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| Descrizione fisica | 1 online resource (233 p.) |
| Collana | New directions in media series |
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| Soggetti | Celebrities in mass media
Social media
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| Formato | Materiale a stampa |
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Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Preliminaries; CONTENTS; INTRODUCTION; 1 THE STALKERAZZI: STALKING STARS IN THE BLOGOSPHERE; 2 THE BLOGEBRITIES WIELDING THE POWER OF THE KEYSTROKE; 3 REALITY TELEVISION BLOGS MAKING REALITY MORE REAL; 4 CELEBRITY HOT SPOTS ENGAGING FANS THROUGH BLOGS; 5 YOUTUBE STARS SHOOTING FOR FAME AND FORTUNE; 6 FROM MEMES TO MASHUPS CREATING CONTENT FROM CONTENT; 7 MUST NOT SEE TV MOVING TELEVISION VIEWERS ONLINE; 8 MUSICIANS ON MYSPACE BRINGING MUSIC TO THE MASSES; 9 FROM SILVER SCREENS TO COMPUTER SCREENS: MARKETING MOVIES ON MYSPACE; 10 FAN CHATTER MATTERS MEETING UP ON MESSAGE BOARDS 11 MUSIC MESSAGE BOARDS FUELING FANATICAL FANS12 FROM MAINSTREAM TO SOCIAL MEDIA: GIVING POWER TO THE PEOPLE; 13 PRIMETIME SOCIAL MEDIA ADDING ONLINE TO STORY LINES; CONCLUSION; NOTES; INDEX
Sommario/riassunto	With Ashton Kutcher's record-breaking "tweeting" more famous than his films, and Perez Hilton actually getting more attention than Paris, the actress often covered in his blog, the worlds of celebrity celebration and online social networking are pushing the public's crush on the famous and infamous into overdrive. Celeb 2.0: How Social Media Foster Our Fascination with Popular Culture explores this phenomenon. Celeb 2.0 looks at how blogs, video sharing sites, user-news sites, social networks, and message boards are fueling America's already voracious consumption of pop culture. Full of fasci