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Titolo	Marketing in the participation age : a guide to motivating people to join, share, take part, connect, and engage / / Daina Middleton
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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	Marketing in the Participation Age: A Guide to Motivating People to Join, Share, Take Part, Connect, and Engage; Copyright; Contents; Foreword; Acknowledgments; Introduction: The Participation Age; 1: Marketing in the Age of Participation; Participant Marketing Summary; 2: The Catalyst: The Consumer-to-Participant Transformation; Participant Marketing Summary; 3: Tools for the Past 60 Years; Share of Voice and Purchase Funnel; Above the Line; Participant Marketing Summary; Original Marketing Definitions; Participant Marketing Questions; 4: Time for a Participation Revolution Achieving a Goal with Competence: In the Palm of Every HandAutonomy and the Pyramids; Relatedness: The Social Network Explosion Connects People; Participant Marketing Summary; 5: Participation Way for the Participation Age; Participant Marketing Summary; 6: D + E + C = P2: Discover; 1. Discover ""Findability""; 2. Discover Relevant Content; 3. Discover Recognition; Participant Marketing Summary: Activating the Discover Principle; 7: D + E + C = P2: Empower; 1. Begin with an Active Understanding of the Participants; 2. Decide on the Desired Participant Action

3. Recognize the Importance of Measurement and ROI
Participant Marketing Summary; 8: D + E + C = P2: Connect; 1. A Brand Is a Participant; 2. Participant-to-Participant Connections Are Equally Important; Participant Marketing Summary; 9: D + E + C = P2: Participation; Performance Marketing Summary; 10: D + E + C = P2: Performance; Performance Marketing Summary; 11: Planning: Bringing the Participation Way to Life; Insight; Activate; Elevate; Participant Marketing Summary; 12: Measuring Participation Performance; The Evolution of the Marketing Revolutionist; Participant Marketing Summary
13: The Future Marketer: The Nurturist
Participant Marketing Summary; References; Index

Sommario/riassunto

Turn intrinsic human desires into your most powerful marketing tool. Marketing in the Participation Age shows you how to rethink marketing. Transform consumers into active participants for your brand by capturing their interest, empowering them to contribute, and developing meaningful relationships that keep them involved. Learn how to create a marketing environment that fulfills your customers' desire to seek challenges and discover new things-and watch their participation yield greater revenues for your business. ""Marketing is constantly evolving. Companies can't compete by

2. Record Nr.	UNINA9910971737103321
Autore	Klein Julie Thompson
Titolo	Humanities, culture, and interdisciplinarity : the changing American academy / / Julie Thompson Klein
Pubbl/distr/stampa	Albany, : State University of New York Press, c2005
ISBN	9780791482674 0791482677 9781423747871 1423747879
Edizione	[1st ed.]
Descrizione fisica	1 online resource (278 p.)
Disciplina	001.3/071/173
Soggetti	Humanities - Study and teaching (Higher) - United States Humanities - Philosophy Culture - Study and teaching - United States Education, Humanistic - United States Interdisciplinary approach to knowledge Learning and scholarship - United States Learned institutions and societies - 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. [221]-249) and index.
Nota di contenuto	Introduction : humanities, culture, and interdisciplinarity -- Forming humanities -- Changing humanities -- Forging theory, practice, and institutional presence -- Rewriting the literary -- Refiguring the visual -- Retuning the aural -- Reconstructing American studies -- Defining other Americas -- Conclusion : crafting humanities for a new century.
Sommario/riassunto	The study of culture in the American academy is not confined to a single field, but is a broad-based set of interests located within and across disciplines. This book investigates the relationship among three major ideas in the American academy—interdisciplinarity, humanities, and culture—and traces the convergence of these ideas from the colonial college to new scholarly developments in the latter half of the twentieth century. Its aim is twofold: to define the changing relationship of these three ideas and, in the course of doing so, to

extend present thinking about the concept of "American cultural studies." The book includes two sets of case studies—the first on the implications of interdisciplinarity for literary studies, art history, and music; the second on the shifting trajectories of American studies, African American studies, and women's studies—and concludes by asking what impact new scholarly practices have had on humanities education, particularly on the undergraduate curriculum.
