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Autore	Jamieson Patrick <1973->
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Nota di contenuto	Intro -- Contents -- Contributors -- Introduction: Mass Media and the Socialization of Adolescents Since World War II -- Part I: The Emergence and Evolution of a Youth Culture in the Media -- 1 Understanding the "Jackpot Market": Media, Marketing, and the Rise of the American Teenager -- 2 "Still Talking About My Generation!" The Representation of Youth in Popular Music -- 3 Music Videos: Media of the Youth, by the Youth, for the Youth -- Part II: Portrayal of Adolescents and Influential Behaviors -- 4 It Matters What Young People Watch: Health Risk Behaviors Portrayed in Top-Grossing Movies Since 1950 -- 5 Adolescent Gender Role Portrayals in the Media: 1950 to the Present -- 6 Adolescent Body Image and Eating in the Media: Trends and Implications for Adolescent Health -- 7 African Americans, Latinos, Asians, and Native Americans in the Media: Implications for Adolescents -- 8 Adolescents and Television Violence -- 9 Tobacco Portrayals in U.S. Advertising and Entertainment Media -- 10 The

Changing Portrayal of Alcohol Use in Television Advertising -- 11 From Twin Beds to Sex at Your Fingertips: Teen Sexuality in Movies, Music, Television, and the Internet, 1950 to 2005 -- Part III: Evolving Forms of Media Influence -- 12 The Games, They Are a-Changin': Technological Advancements in Video Games and Implications for Effects on Youth -- 13 Adolescents and the Internet -- Part IV: Policy Implications for Healthy Adolescent Development -- 14 Policy Interventions -- 15 Conclusions -- Index -- A -- B -- C -- D -- E -- F -- G -- H -- I -- J -- K -- L -- M -- N -- O -- P -- R -- S -- T -- V -- W -- Y -- Z.

Sommario/riassunto

In The Changing Portrayals of Adolescents in the Media since 1950, leading scholars analyze the emergence of youth culture in music and powerful trends in gender and ethnic-racial representation, sexuality, substance use, violence, and suicide portrayed in the media. This book illuminates the evolution of teen portrayal, the potential consequences of these changes, and the ways policy-makers and parents can respond.

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Autore

Zanoni Andrea

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Soggetti

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Nota di contenuto

Planning strategy -- Quantitative tools of strategic analysis --
Qualitative tools of strategic analysis -- The competitive structure --
Scenario analysis -- Competitive analysis -- Analysis of impacts.

Sommario/riassunto

In the last few years, competition has become increasingly more complex, variable and dynamic, as can be seen in phenomena like globalization and technological acceleration. To cope with the dynamism and uncertainty of competition, enterprises need capabilities that enable them to respond to competition, as well as to improve their analytical skills and knowledge in order to better manage new strategic projects. Strategic analysis uses both quantitative and qualitative tools to understand both competitive contexts and available company resources. In Strategic Analysis: Proc
