

1. Record Nr.	UNINA9911095555903321
Titolo	Sensory marketing : research on the sensuality of products // edited by Aradhna Krishna
Pubbl/distr/stampa	New York : , : Routledge, , 2010
ISBN	1-135-42995-2 0-203-89206-2 1-283-04593-1 9786613045935 1-135-42996-0 9780203892060
Edizione	[1st ed.]
Descrizione fisica	1 online resource (427 p.)
Classificazione	85.40 83.05 QP 611
Altri autori (Persone)	KrishnaAradhna
Disciplina	658.8001/9
Soggetti	Marketing - Psychological aspects New products - Psychological aspects Sensuality Senses and sensation Consumer behavior
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 indexes.
Nota di contenuto	An introduction to sensory marketing -- Does touch matter? Insights from Haptic research in marketing / Joann Peck -- Touch : a gentle tutorial with implications for marketing / Roberta L. Klatzky -- Understanding the role of incidental touch in consumer behavior / Andrea C. Morales -- Informational and affective influences of Haptics on product evaluation : is what I say how I feel? / Terry L. Childers and Joann Peck -- Scent marketing : an overview / Maureen Morrin -- The emotional, cognitive, and biological basics of olfaction : implications and considerations for scent marketing / Rachel S. Herz -- Do scents evoke the same feelings across cultures? Exploring the role of emotions / May O. Lwin and Mindawati Wijaya -- The impact of scent and music

on consumer perceptions of time duration / Maureen Morrin, Jean-Charles Chebat, and Claire Gelinias-Chebat -- The sounds of the marketplace : the role of audition in marketing / Joan Meyers-Levy, Melissa G. Bublitz, and Laura A. Peracchio -- Auxiliary auditory ambitions : assessing ancillary and ambient sounds / Eric Yorkston -- Understanding the role of spokesperson voice in broadcast advertising / Darren W. Dahl -- Hear is the thing : auditory processing of novel nonword brand names / Marina Carnevale, Dawn Lerman, and David Luna -- Visual perception : an overview / Priya Raghubir -- Differences and similarities in hue preferences between Chinese and Caucasians / Amitaba Chattopadhyay, Gerald J. Gorn, and Peter Darke -- Does everything look worse in black and white? The role of monochrome images in consumer behavior / Eric A. Greenleaf -- Effects on visual weight perceptions of product image locations on packaging / Barbara E. Kahn and Xiaoyan Deng -- The gist of gustation : an exploration of taste, food, and consumption / Aradhna Krishna and Ryan S. Elder -- Psychology and sensory marketing, with a focus on food / Paul Rozin and Julia M. Holmes -- Estimating food quantity : biases and remedies / Pierre Chandon -- Do size labels have a common meaning among consumers? / Nilufer Z. Aydinoglu, Aradhna Krishna, and Brian Wansink -- A sense of things to come : future research directions in sensory marketing / Ryan S. Elder ... [et al.].

Sommario/riassunto

"What is sensory marketing and why is it interesting and also important? Krishna defines it as 'marketing that engages the consumers senses and affects their behaviors.' In this edited book, the authors discuss how sensory aspects of products, i.e., the touch, taste, smell, sound, and look of the products, affect our emotions, memories, perceptions, preferences, choices, and consumption of these products. We see how creating new sensations or merely emphasizing or bringing attention to existing sensations can increase a product's or service's appeal. The book provides an overview of sensory marketing research that has taken place thus far. It should facilitate sensory marketing by practitioners and also can be used for research or in academic classrooms."--BOOK JACKET.

2. Record Nr.	UNINA9911141357603321
Autore	Vanhuyse Pieter
Titolo	Divide and pacify : strategic social policies and political protests in post-communist democracies / / Pieter Vanhuyse
Pubbl/distr/stampa	Budapest ; ; New York, : Central European University Press, c2006
ISBN	1-003-71921-X 978-6-15521-144-7 978-615-5211-44-7 9786155211447 615-5211-44-2 1-4294-1337-9 9781003719212
Edizione	[1st ed.]
Descrizione fisica	1 online resource (190 p.)
Disciplina	320.9437
Soggetti	New democracies - Europe, Central Patronage, Political - Europe, Central Europe, Central Social policy Poland Politics and government 1989- Czech Republic Politics and government 1993- Hungary Politics and government 1989-
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. [141]-164) and index.
Nota di contenuto	Introduction -- The unexpected peacefulness of transitions -- Political quiescence despite conditions for conflict -- Preventing protests: divide and pacify as political strategy -- The great abnormal pensioner booms: strategic social policies in practice -- Peaceful pathways: the political economy of post- communist welfare -- Conclusions.
Sommario/riassunto	Despite dramatic increases in poverty, unemployment, and social inequalities, the Central and Eastern European transitions from communism to market democracy in the 1990s have been remarkably peaceful. This book proposes a new explanation for this unexpected political quiescence. It shows how reforming governments in Poland, Hungary and the Czech Republic have been able to prevent massive

waves of strikes and protests by the strategic use of welfare state programs such as pensions and unemployment benefits. Divide and Pacify explains how social policies were used to prevent massive job losses with softening labor market policies, or to split up highly aggrieved groups of workers in precarious jobs by sending some of them onto unemployment benefits and many others onto early retirement and disability pensions. From a narrow economic viewpoint, these policies often appeared to be immensely costly or irresponsibly populist. Yet a more inclusive social-scientific perspective can shed new light on these seemingly irrational policies by pointing to deeper political motives and wider sociological consequences.
