

1. Record Nr.	UNINA9910137786003321
Titolo	Revue de théologie et de philosophie
Pubbl/distr/stampa	Lausanne : , : Impr. La Concorde, , 1913-
ISSN	2297-1254
Descrizione fisica	1 online resource
Disciplina	205
Soggetti	Theology Philosophy Theologie Filosofie Periodicals.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Periodico

2. Record Nr.	UNINA9910784572303321
Autore	McDowell Walter
Titolo	Branding TV : principles and practices / / by Walter McDowell and Alan Batten
Pubbl/distr/stampa	Burlington, Mass. : , : Focal Press, an imprint of Elsevier, , 2005
ISBN	1-136-03473-0 1-136-03474-9 1-280-63081-7 9786610630813 0-08-046043-7
Edizione	[[2nd ed.].]
Descrizione fisica	1 online resource (170 p.)
Altri autori (Persone)	BattenAlan
Disciplina	384.551
Soggetti	Television broadcasting Brand name products
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Previous ed.: Washington, D.C.: National Association of Broadcasters. 1999.
Nota di bibliografia	Includes bibliographical references (p. 143) and index.
Nota di contenuto	Cover; Branding TV: Principles and Practices; Copyright; Contents; Introduction to Second Edition; About the Authors; PART I The Principles of Branding TV; CHAPTER 1 Competition Changes Everything; CHAPTER 2 Branding is Just a Fancy Name for Promotion, Right?; CHAPTER 3 Branding and the Marketing Mix; CHAPTER 4 Why People Like Brands; CHAPTER 5 Sales Promotion as Branding; CHAPTER 6 Say What You Mean, Mean What You Say: The Jargon of Brand Management; CHAPTER 7 TV Brand Equity: Why Brand Equity Is a Good Thing for TV; CHAPTER 8 Learning from Radio; CHAPTER 9 Building TV Brand Equity CHAPTER 10 Measuring TV Brand EquityPART II The Practice of Branding TV; CHAPTER 11 Who's in Charge of the Execution?; CHAPTER 12 First, You Need A Plan; CHAPTER 13 What to Brand: Setting Priorities; CHAPTER 14 Using On-Air Media for Branding; CHAPTER 15 Effective Use of Advertising Media; CHAPTER 16 Public Relations and Contests as Branding Tools; CHAPTER 17 The TV Station: WFX; CHAPTER 18 Dealing with the Digital World; CHAPTER 19 Legal Issues Surrounding Branding: Branding and the Law; CHAPTER 20 The Future: Limitless

Sommario/riassunto In an effort to halt increasing media competition and decreasing audience shares, Branding has become the new mantra among television station and network executives. Branding TV: Principles and Practices second edition goes beyond the jargon of branding to explain the essential principles underlying successful branding and offers many practical strategies to measure, build and manage television brand equity. For instructional purposes, the book pays particular attention to the local commercial TV station and its news franchise. Written by broadcast professionals

3. **Record Nr.** UNIORUON00138494
Autore MASSE', Henri
Titolo Le persan à l'école Nationale des Langues Orientales Vivantes / par Henry Massé
-
- Pubbl/distr/stampa** Paris, : Imprimerie Nationale de France, 1948
-
- Descrizione fisica** pp. 57-64 ; 25 cm
-
- Classificazione** IRA GEN
-
- Lingua di pubblicazione** Francese
-
- Formato** Materiale a stampa
-
- Livello bibliografico** Monografia
-