

1. Record Nr.	UNISA990000076860203316
Autore	GERSON, Richard F.
Titolo	Come preparare e attuare un piano di marketing : una guida per i titolari di piccole imprese, i consulenti, i professionisti / Richard F. Gerson
Pubbl/distr/stampa	Milano : F. Angeli, [1999]
ISBN	88-464-1261-3
Descrizione fisica	107 p. : ill. ; 22 cm
Collana	50 minuti ; 96.
Disciplina	658.8
Collocazione	IRA 6 316
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Trad. di Romano Gasperoni

2. Record Nr.	UNINA9911145183303321
Autore	Davis Charles L., II
Titolo	Building character : the racial politics of modern architectural style // Charles L. Davis II
Pubbl/distr/stampa	Pittsburgh, Pa. : , : University of Pittsburgh Press, , [2019]
ISBN	9780822966821 0822966824 9780822986638 0822986639
Descrizione fisica	1 online resource (xi, 275 pages)
Collana	Culture, politics, and the built environment
Disciplina	720.89 720.1/03 720.103
Soggetti	Architecture and race - History - 19th century Architecture and race - History - 20th century Architecture and society - History - 19th century Architecture and society - History - 20th century Architecture - Psychological aspects Democracy and architecture ARCHITECTURE / General Architecture and race Architecture and society History
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes chapter notes (pages 235-254), bibliographical references (pages 255-264), and index.
Nota di contenuto	Part I. The Aryan character of alpine architecture. Campfires in the salon ; Beyond the primitive hut – Part II. The whiteness of American architecture. The search for an American architecture ; When public housing was white – Conclusion. Race, nature, and nation in postwar American architecture.
Sommario/riassunto	In the nineteenth-century paradigm of architectural organicism, the notion that buildings possessed character provided architects with a

lens for relating the buildings they designed to the populations they served. Advances in scientific race theory enabled designers to think of "race" and "style" as manifestations of natural law: just as biological processes seemed to inherently regulate the racial characters that made humans a perfect fit for their geographical contexts, architectural characters became a rational product of design. Parallels between racial and architectural characters provided a rationalist model of design that fashioned some of the most influential national building styles of the past, from the pioneering concepts of French structural rationalism and German tectonic theory to the nationalist associations of the Chicago Style, the Prairie Style, and the International Style. In *Building Character*, Charles Davis traces the racial charge of the architectural writings of five modern theorists--Eugene Emmanuel Viollet-le-Duc, Gottfried Semper, Louis Sullivan, Frank Lloyd Wright, and William Lescaze--to highlight the social, political, and historical significance of the spatial, structural, and ornamental elements of modern architectural styles.
