

1. Record Nr.	UNISA990001072170203316
Titolo	Il volto della Gorgone : la morte e i suoi significati / Zuccaro...[et al.] ; a cura di Umberto Curi
Pubbl/distr/stampa	Milano : Mondadori, copyr.2001
ISBN	88-424-9733-9
Descrizione fisica	325 p. ; 17 cm
Collana	Testi e pretesti
Disciplina	128.5
Soggetti	Morte
Collocazione	II.1.D. 3517(XV B 1023) II.1.D. 3517a(XV B 1023 A)
Lingua di pubblicazione	Italiano
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Livello bibliografico	Monografia

2. Record Nr.	UNINA9910973279303321
Autore	Newman Bruce I
Titolo	The marketing of the president : political marketing as campaign strategy / / Bruce I. Newman
Pubbl/distr/stampa	Thousand Oaks, Calif., : SAGE, c1994 Thousand Oaks, Calif. : , : SAGE, , 1994 ©1994
ISBN	9781483326702 1483326705 9781452254562 1452254567
Edizione	[1st ed.]
Descrizione fisica	1 online resource (xvii, 165 pages) : illustrations
Disciplina	324.70973
Soggetti	Presidents - United States - Election Campaign management - United States Political campaigns - United States Marketing - United States
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	part I. The evolution of marketing in politics -- part II. The marketing campaign -- part III. The future of political marketing.
Sommario/riassunto	Using the 1992 presidential election as a case study, Newman reveals how the American political process has been transformed by the use of marketing techniques. He addresses issues of serious concern to the health of the political process including the role of polling, direct mail and television advertising. This is the first comprehensive account of the influence of marketing in a presidential election campaign.