

1. Record Nr.	UNISA990002155920203316
Autore	FERBER, Robert
Titolo	Marketing research / Robert Ferber, Donald F. Blankertz, Sidney Hollander
Pubbl/distr/stampa	New York : The Ronald Press Company, 1964
Descrizione fisica	XI, 679 p. ; 23 cm
Altri autori (Persone)	BLANKERTZ, Donald F. HOLLANDER, Sidney
Disciplina	658.83
Collocazione	658.83 FER 1 (IRA 16 22)
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
2. Record Nr.	UNINA9910781375603321
Titolo	Among African apes [[electronic resource]] : stories and photos from the field // edited by Martha M. Robbins and Christophe Boesch
Pubbl/distr/stampa	Berkeley, : University of California Press, c2011
ISBN	1-283-27793-X 9786613277930 0-520-94883-1
Descrizione fisica	1 online resource (201 p.)
Altri autori (Persone)	RobbinsMartha M. <1967-> BoeschChristophe
Disciplina	599.88096
Soggetti	Apes - Africa Apes - Research - Africa Apes - Conservation Rare mammals - Africa
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 index.
Nota di contenuto	Frontmatter -- Contents -- Illustrations -- Acknowledgments -- Introduction: Who, What, Where, and Why -- ONE: Discovering Apes -- TWO: Life and Death in the Forest Blood -- THREE: Encounters with Bili Chimpanzees in the Undisturbed Gangu Forest -- FOUR: Is Blood Thicker Than Water -- FIVE: Our Cousins in the Forest - or Bushmeat? -- SIX: Discovering Chimpanzee Traditions -- SEVEN: Keeping It in the Family. Tribal Warfare between Chimpanzee Communities -- EIGHT: Winona's Search for the Right Silverback. Insights into Female Strategies at a Natural Rain Forest Clearing in Northern Congo -- NINE: The Long Road to Habituation. A Window into the Lives of Gorillas -- TEN: Among Silverbacks -- ELEVEN: The Diversity of the Apes What Is the Future? -- Contributors -- Plate Credits -- Index
Sommario/riassunto	These compelling stories and photographs take us to places like Bwindi Impenetrable National Park in Uganda, Ivindo National Park in Gabon, and the Taï National Park in Côte d'Ivoire for an intimate and revealing look at the lives of African wild apes-and at the lives of the humans who study them. In tales of adventure, research, and conservation, veteran field researchers and conservationists describe exciting discoveries made over the past few decades about chimpanzees, bonobos, and gorillas. The book features vivid descriptions of interactions among these highly intelligent creatures as they hunt, socialize, and play. More difficult themes emerge as well, including the threats apes face from poaching, disease, and deforestation. In stories that are often moving and highly personal, this book takes measure of how special the great apes are and discusses positive conservation efforts, including ecotourism, that can help bring these magnificent animals back from the brink of extinction.