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Titolo	The idea of political marketing [[electronic resource] /] / Nicholas J. O'Shaughnessy, editor ; Stephan C.M. Henneberg, associate editor
Pubbl/distr/stampa	Westport, Conn., : Praeger, 2002
ISBN	1-280-42287-4 9786610422876 0-313-01238-5
Descrizione fisica	1 online resource (270 p.)
Collana	Praeger series in political communication
Altri autori (Persone)	O'ShaughnessyNicholas J. <1954-> HennebergStephan C. M
Disciplina	324.7
Soggetti	Campaign management Marketing - Political aspects Electronic books.
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 (p. [221]-241) and index.
Nota di contenuto	Contents; Series Foreword; Introduction; The Idea of Political Marketing; 1 Considerations on Market Analysis for Political Parties; 2 Social-Psychological, Economic and Marketing Models of Voting Behaviour Compared; 3 Market Analogies, the Marketing of Labour and the Origins of New Labour; 4 Kirchheimer's Catch-all Party: A Reinterpretation in Marketing Terms; 5 Understanding Political Marketing; 6 Conceptualising Political Marketing: A Framework for Election- Campaign Analysis; 7 Political Marketing and the Aestheticisation of Politics: Modern Politics and Postmodern Trends 8 The Marketing of Political MarketingBibliography; Index; About the Editors and Contributors

2. Record Nr.	UNISA996321094403316
Titolo	Gastrointestinal cancer : targets and therapy
Pubbl/distr/stampa	[Auckland, N.Z.], : Dove Medical Press, [2011]-
Disciplina	616.99433005
Soggetti	Gastrointestinal system - Cancer Gastrointestinal Neoplasms Oncology Periodicals.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Periodico
Note generali	Refereed/Peer-reviewed Archived by the National Library of New Zealand. Hypertext links contained in the archived instances of this title are non-functional.