

1. Record Nr.	UNISA996386222703316
Autore	Peacham Henry <1576?-1643?>
Titolo	The vvorth of a peny, or, A caution to keep money [[electronic resource]] : with the causes of the scarcity and misery of the want thereof in these hard and mercilesse times : as also how to save it, in our diet, apparrell, recreations, &c. and also what honest courses men in want may take to live // by Henry Peacham ... ; now newly reprinted according to order, and made more publick than heretofore ; with some additions of notes in the margin and the Greek, and Latin sentences Englished June 2, 1664
Pubbl/distr/stampa	London, : Printed by S. Griffin for William Lee ..., 1664
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Soggetti	Saving and investment
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
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Note generali	Advertisement: p. [2] at end. Reproduction of original in Huntington Library.
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2. Record Nr.	UNINA9910821067503321
Autore	Alozie Emmanuel C.
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Soggetti	Advertising Small business
Lingua di pubblicazione	Inglese
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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Cover; Title; EUL; Dedication; Contents; Tables; About the Author ; Abstract; Foreword; Preface; Acknowledgements; Conflict of Interest; Abbreviations; Chapter 01; Chapter 02; Chapter 03; Chapter 04; Chapter 05; Chapter 06; Appendix; References; Index
Sommario/riassunto	"Capitalist Realism" in Africa: Realities and Myths in Advertising is a multifaceted analysis of the role of advertising in the national development of Nigeria, and by extension, other African Nations. The book examines the unique political, cultural and religious systems that create the context for advertising in African countries and describes the unique historical, social, economic, communication and political context within which the practice of advertising takes place.