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| 1. Record Nr. | UNISA996390557103316 |
| Autore | J. C (John Collens), <d. 1682.> |
| Titolo | A word in season to all in authority [[electronic resource]] : with weighty considerations what persons, practices, and things doth chiefly cause division and contention, rending of kingdoms, and distresse of nations : as also a plain discovery of those things and that ministry that will bring blessings and unity, with deliverance from bondage into liberty, and instead of strife, wars, and fighting, righteousness, reconciliation and peace in the land of our nativity / / published by J.C |
| Pubbl/distr/stampa | London, : Printed for Robert Wilson, 1660 |
| Descrizione fisica | 26 p |
| Altri autori (Persone) | AnderdonJohn <1624?-1685.> |
| Soggetti | Dissenters, Religious - England |
| Lingua di pubblicazione | Inglese |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |
| Note generali | "Conclusion" signed: J.A. Reproduction of original in the Harvard University Library. |
| Sommario/riassunto | eebo-0062 |

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| 2. Record Nr. | UNINA9910968222403321 |
| Autore | Kanaaneh Rhoda Ann |
| Titolo | Birthing the nation : strategies of Palestinian women in Israel / / Rhoda Ann Kanaaneh ; with a foreword by Hanan Ashrawi |
| Pubbl/distr/stampa | Berkeley, : University of California Press, c2002 |
| ISBN | 9786612758959 9781282758957 1282758950 9780520927278 0520927273 9781597345002 1597345008 |
| Edizione | [1st ed.] |
| Descrizione fisica | 1 online resource (xvii, 283 pages) : illustrations, maps |
| Collana | California series in public anthropology ; ; 2 |
| Disciplina | 363.9/6/095694 |
| Soggetti | Birth control - Israel Contraception - Israel |
| 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 | Front matter -- Contents -- Illustrations -- Foreword -- Acknowledgments -- Introduction: Placing -- 1. Babies And Boundaries -- 2. Luxurious Necessities -- 3. Fertile Differences -- 4. Modernizing The Body -- 5. Son Preference -- Conclusion -- Bibliography -- Index |
| Sommario/riassunto | In this rich, evocative study, Rhoda Ann Kanaaneh examines the changing notions of sexuality, family, and reproduction among Palestinians living in Israel. Distinguishing itself amid the media maelstrom that has homogenized Palestinians as "terrorists," this important new work offers a complex, nuanced, and humanized depiction of a group rendered invisible despite its substantial size, now accounting for nearly twenty percent of Israel's population. Groundbreaking and thought-provoking, Birthing the Nation contextualizes the politics of reproduction within contemporary issues affecting Palestinians, and places these issues against the backdrop of a dominant Israeli society. |

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| 3. Record Nr. | UNINA9910958703603321 |
| Autore | Taylor David <1964-> |
| Titolo | Brand stretch : why 1 in 2 extensions fail and how to beat the odds : a brandgym workout / / by David Taylor |
| Pubbl/distr/stampa | Chichester, England ; ; Hoboken, NJ, : J. Wiley, c2004 |
| ISBN | 9786610271436 9781280271434 1280271434 9780470862124 0470862122 |
| Edizione | [1st ed.] |
| Descrizione fisica | 1 online resource (180 p.) |
| Disciplina | 658.8/27 |
| Soggetti | Brand name products - Management Branding (Marketing) Brand name products - Valuation - Management Product management |
| 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. [151]-153) and index. |
| Nota di contenuto | Brand Stretch; Contents; Preface; Acknowledgements; 1. Brand stretch - or brand ego trip?; Extension advantages; So why does the success rate suck?; Virgin: The biggest ever brand ego trip?; Shotgun weddings; Quitting the brand ego trip; Brand added value; Dove: Brand added value in action; The Brand Stretch workout; Key takeouts; Checklist 1: Brand Stretch - or brand ego trip?; 2. Step One: Strengthen the core; In shape to stretch?; The heart of a healthy brand; Anchoring the core range; Bud and Bud Light: Sun and planets; Risky business; Tango: Taking the eye off the orange ball Key takeoutsChecklist 2: Strengthen the core; 3. Step Two: Vision; GPS for brands; The masterbrand challenges; Less myopic marketing; Blockbuster: Out of the video box; Climbing the brand ladder; Pampers: From bottoms to babies; Axe: Ladders and snakes; Elastic brands; Key takeouts; Checklist 3: Vision; 4. Step Three: Ideas; Start close to home; Moving out; Innovation shortcuts; The fairytale world of innovation; Starbucks' Frappuccino: Real world innovation; Innokill survival kit; Key |

takeouts; Checklist 4: Ideas; 5. Step Four: Focus; Meet the seven dwarves; Heroes or zeroes?
Bertolli: Virtual venture capital
Dimension one: Brand vision building;
Dimension two: Show me the money; The easyGroup story: Murder on the balance sheet; easyGroup summary; Alternatives to going it alone;
Key takeouts; Checklist 5: Focus; 6. Step Five: Delivery;
Underestimating execution; Nescafe Hot When You Want: Not so hot execution; Brand damage; Brand and deliver; The Apple iPod: White hot execution; Delivering the promise; Key takeouts; Checklist 6: Delivery;
7. Step Six: Brand architecture; The Sorcerer's Apprentice; Architecture for brands; Houses versus streets; Mono-platform brands
Multi-platform brands
Lego: Building blocks of a new future; When the rubber hits the road; Comfort: Designing a turnaround; Let's go round again; Key takeouts; Checklist 7: Brand architecture; Appendix 1: Masterbrand positioning tips and tricks; Appendix 2: Example masterbrand positioning tool; Appendix 3: Masterbrand positioning tool template; References; Index

Sommario/riassunto

Stretching the Brand offers practical and actionable advice on how to extend successful brands into new areas without losing sight of the value of the original brand itself. Examples of brand stretching include Dove soap, which has now been extended to the shampoo and deodorant markets. This book presents a single-minded focus on brand stretching that covers topics not found anywhere else, such as how to launch brand extensions and support them. Stretching the Brand will help companies increase their chances of winning by looking at the lessons learnt from both successes and fa
