

1. Record Nr.	UNISA996421549003316
Autore	FRANDSEN, Kirsten
Titolo	Sport and Mediatization / Kirsten Frandsen
Pubbl/distr/stampa	London ; New York, : Routledge, 2020
ISBN	9780367337117
Descrizione fisica	142 p. ; 24 cm.
Collana	Routledge research in sport culture and society
Disciplina	796.014
Soggetti	Sport - Ruolo [dei] Mezzi di comunicazione di Massa
Collocazione	IV.1. 1810
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
2. Record Nr.	UNINA9910141724503321
Autore	Karplus Ilan
Titolo	Symbiosis in fishes : the biology of interspecific partnerships / / Ilan Karplus
Pubbl/distr/stampa	Chichester, West Sussex : , : John Wiley & Sons, Inc., , 2014
ISBN	1-118-75976-1
Descrizione fisica	1 online resource (461 p.)
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Soggetti	Symbiosis Aquatic animals Fishes Invertebrates
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

Symbiosis in FishesThe Biology of Interspecific Partnerships; Copyright; Contents; Preface ; Introduction ; One The Associations between Fishes and Luminescent Bacteria; Luminescent Bacteria; Symbiotic Luminescent Bacteria in Fish Light Organs; Flashlight Fishes; Taxonomy and Distribution; The Light Organs; The Eye and the Light Organ; Reproduction, Larval and Light Organ Development; The Photophobic Response; The Use of Light by Flashlight Fishes; School Formation; Territorial Defense; Sexual Signaling; Deep Sea Ceratiooid Anglerfishes; Structure, Diversity and Distribution

Reproductive StrategiesFacultative Sexual Parasitism; Light Organ Structure and Development: Light and the Mechanisms Controlling its Emission; The Use of Lures by Anglerfishes; Ponyfishes; Structure, Distribution and Taxonomy; The Light Organ System (LOS) and Diversity of the Generated Light Patterns; Sex-Specific Signaling; Inception of the Association between Luminescent Bacteria and Ponyfishes; Sexual Dimorphism of the LOS, Sex-Specific Signaling and the Role of Sexual Selection in the Evolution of Leiognathid Fishes; Specificity of the Partnerships between Luminescent Bacteria and Fishes Optimization of the Benefits to Fishes from their Association with BacteriaThe Evolution of the Partnerships between Fishes and Luminescent Bacteria; References; TWO The Associations between Fishes and Sponges ; Sponges; Predator Deterrence by Sponges; Multiple Species Assemblages in Sponges; Obligatory Fish Symbionts and Adaptations for Living in Association with Sponges; Nutrition, Reproduction and Sponge Occupation by Obligatory Symbiotic Fishes; Partner Specificity and Sponge Sharing by Obligatory Symbiotic Fishes; Evolution of the Partnership Between Obligatory Fish Symbionts and Sponges

Sponges as Living Incubators of Fish EggsFacultative Partnerships Between Fishes and Sponges; References; THREEThe Associations between Fishes and Anthozoans ; Sea Anemones; The Stinging Cells and their Release Mechanism; Obligatory Associations with Sea Anemones of Fishes of the Genera Amphiprion and Premnas ; The Taxonomy, Distribution and Ecology of Host Sea Anemones and their Associated Fishes; The Protection of Anemone Fishes from Sea Anemones; Recognition, Attraction to and Selection of Sea Anemones by Anemone Fishes; Partner Specificity; Host Preference; Competitive Interactions

Stochastic ProcessesHabitat Preference; Geographical Overlap; Protection from Sea Anemones; Species Coexistence; Adaptations of Anemone Fishes for Living with Sea Anemones; Protandric Sex Reversal; Monogamy and Mate Recognition; Step-fathering; Social Control of Growth and the Tolerance of Nonbreeders by the Breeders; Fish Territoriality, Aggression and the Sea Anemone; Limited Larval Dispersal and Natal Recruitment; Benefits and Costs to Anemone Fishes and Sea Anemones from being Associated and their Short-term Mutual Impacts; The Evolution of the Anemone Fish-Sea Anemone Partnership The Facultative Associations Between Fishes and Sea Anemones

## Sommario/riassunto

Symbiosis in Fishes provides comprehensive coverage of the biology of partnerships between fishes and invertebrates, ascending the phylogenetic scale, from luminescent bacteria, sponges and coelenterates to molluscs, crustaceans and echinoderms. Both facultative and obligatory partnerships are reviewed with emphasis on the behavioral, ecological and evolutionary aspects of fish symbiosis. Each of the eight chapters of this book focuses on a different group of partners. The structure, physiology and anti-predatory strategies of each group are described to provide the necessary background.

3. Record Nr.	UNINA9910136781503321
Autore	Dodson Ian
Titolo	The art of digital marketing : the definitive guide to creating strategic, targeted, and measurable online campaigns / / Ian Dodson
Pubbl/distr/stampa	Hoboken, New Jersey : , : Wiley, , 2016 ©2016
ISBN	1-119-26571-1
Descrizione fisica	1 online resource (viii, 385 p.) : \$b ill
Collana	THEi Wiley ebooks
Classificazione	BUS043000
Disciplina	658.8/72
Soggetti	Màrqueting per Internet Planificació estratègica Internet marketing Strategic planning Llibres electrònics
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Preface -- 1. An introduction to digital marketing -- 2. Search engine optimization -- 3. Pay per click -- 4. Digital display advertising -- 5. Email marketing -- 6. Social media marketing (part 1) -- 7. Social media marketing (part 2) -- 8. Mobile marketing -- 9. Analytics -- 10. Strategy and planning -- Conclusion.
Sommario/riassunto	The Art of Digital Marketing is the comprehensive guide to cracking the digital marketing 'code', and reaching, engaging, and serving the empowered consumer. Based on the industry's leading certification from the Digital Marketing Institute (DMI), this book presents an innovative methodology for successful digital marketing: start with the customer and work backwards. A campaign is only effective as it is reflective of the consumer's wants, needs, preferences, and inclinations; the DMI framework provides structured, implementable, iterative direction for getting it right every time. The heart of the framework is a three-step process called the 3i Principles: Initiate, Iterate, and Integrate. This simple idea translates into higher engagement, real customer interaction, and multichannel campaigns that extend even into traditional marketing channels. The evolution of

digital marketing isn't really about the brands; it's about consumers exercising more control over their choices. This book demonstrates how using this single realization as a starting point helps you build and implement more effective campaigns.

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