1.

Record Nr.	UNINA9910457468003321
Autore	Eshuis Jasper <1972-, >
Titolo	Branding in governance and public management / / Jasper Eshuis and Erik-Hans Klijn
Pubbl/distr/stampa	New York : , : Routledge, , 2012
ISBN	1-283-44138-1 9786613441386 0-203-14515-1 1-136-50495-8
Descrizione fisica	1 online resource (189 p.)
Collana	Routledge critical studies in public management ; ; 8
Altri autori (Persone)	KlijnErik-Hans
Disciplina	352.7/48
Soggetti	Communication in public administration Public relations and politics Government publicity Branding (Marketing) 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 and index.
Nota di contenuto	The rise of branding in governance processes -- The many faces of branding: definitions, functions, and forms -- Branding to influence perceptions about policy problems and solutions -- Branding to activate, motivate, and bind stakeholders in governance processes -- Brands and the media: communicating with the outside world -- Branding as governance strategy -- Risks and limits of branding -- Brands and governance: towards interactive forms of branding.
Sommario/riassunto	Politicians and public managers utilize branding to communicate with the public as well as to position themselves within the ever-present media now so central to political and administrative life. They must further contend with stakeholders holding contradictory opinions about the nature of a problem, the desirable solutions , and the values at stake. Branding is used as a strategy to manage perceptions, motivate stakeholders, communicate clear messages in the media, and position policies and projects. Brands have a unique ability to simplify such messages and motivate different actors to i

2.

Record Nr.	UNINA9910467382103321
Autore	Sauer-Kretschmer Simone
Titolo	Schrift und Graphisches im Vergleich
Pubbl/distr/stampa	Bielefeld : , : Aisthesis Verlag, , 2019 ©2019
ISBN	3-8498-1368-1
Edizione	[1st ed.]
Descrizione fisica	1 online resource (554 pages)
Altri autori (Persone)	Schmitz-EmansMonika SimonisLinda AcciaioliStefania AeberhardSimon AllertBeate EggersMichael BackeHans-Joachim BiglerRegula BrandesPeter
Soggetti	Electronic books.
Lingua di pubblicazione	Tedesco
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Frontcover -- Titel -- Impressum -- Inhaltsverzeichnis -- Monika Schmitz-Emans / Linda Simonis / Simone Sauer-Kretschmer: Einleitung -- Thomas Emmrich: Urszenen der Schrift: Platon - Ovid - Shakespeare -- Simon Aeberhard: Cage - Beckett - Gomringer -- Timo Sestu: ..., Storchen-Schnabel, Kugelschreiber, Komplektur -- William Franke: Schrift als Theophanie in Dantes »Paradiso« -- Christiane Solte-Gresser: Getraumte Schrift -- Simone Sauer-Kretschmer: Das Diktat der Traume -- Marit Rericha: Zeichen-Sprache -- Hanna Matthies: Widerstandige Zeichen in Lutz Seilers »Kruso« und Margaret Atwoods » The Handmaid's Tale« -- Wolfgang Christian Schneider: Performativer Textvollzug im Ineinander von Schrift und Bildin mittelalterlichen Handschriften -- Stefania Acciaioli: William Blakes intertextueller Dialog zwischen Wort und Bild -- Corinna Dziudzia: Asthetisierung der Schrift -- Julia Nantke: Zwischen Funktionalitat und eigener Kunstform --

Michael Eggers: Poetik des Kirchenfensters -- Martin Sexl: Schrift zwischen Sprache und Bild -- Beate I. Allert: Linien, Punkte und Chiffren: Konzeptualisierungen des Graphischen -- Rita Rieger: Figurliche Konstellationen -- Tobias Thanisch: Drahtlose Phantasie oder alternative Strukturmodelle? -- Laetitia Rimpau: Buchstaben komponieren: Rimbaud, Schwitters, Mon -- Peter Brandes: Plastic Surgery Disasters -- Beatrice Nickel: Die Schriftlichkeit des Graphischen und das Graphische der Schrift -- Fabienne Imlinger: Corpus -- Regine Stratling: Stadtraume, Schriftraume bei Georges Perec und Michele Metail -- Oliver Volker: Zerstreuung - Verflechtung -- Regula Bigler: Schriftbilder und Schriftreflexionen bei Judith Schalansky -- Shaun F. D. Hughes: Runic Signatures in Old English and Early Modern Icelandic Poetry -- Sonja Klimek: Fraktur - Peritext - Buchschmuck -- Anne Hultsch: Buchtypographie in den slavischen Avantgarden.
Melanie Rohner: Helvetica -- Stephanie Heimgartner: Schreibzwang -- Christiane Dahms: Spuren ins Eis -- Jennifer Clare: Schrift als Dokument und Praxis literarischer Zusammenarbeit -- Hans-Joachim Backe: Writing as medium of the Unspeakable -- Isabelle Stauffer: Korperspuren und Ornament -- Markus Schleich / Claudia Schmitt: "Une lettre est une ame..." -- Mara Stuhlfauth-Trabert: Uberlegungen zur Schriftbildlichkeit im Comic aus postkolonialer Perspektive -- Maria Weilandt: "... filling up the emptiness ... with writing" -- Backcover.

3.

Record Nr.	UNISALENTO991001237519707536
Titolo	Pittura italiana del Duecento e Trecento : catalogo della mostra giottesca di Firenze del 1937 / a cura di Giulia Sinibaldi e Giulia Brunetti
Pubbl/distr/stampa	Firenze : Sansoni, [1943]
Descrizione fisica	VII, 637 p. : ill. ; 29 cm
Altri autori (Persone)	Sinibaldi, Giulia Brunetti, Giulia
Disciplina	759.5
Soggetti	Pittura italiana - Esposizioni
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia

4.

Record Nr.	UNISANNIONAP0421250
Autore	Bowden, Rob <1973- >
Titolo	Transportation : our impact on the planet / Rob Bowden
Pubbl/distr/stampa	Chicago, : Raintree, c2004
ISBN	0739855050
Descrizione fisica	64 p. : ill. color. ; 25 cm.
Collana	21st century debates
Disciplina	388 388.041
Soggetti	Trasporti - Aspetti ambientali
Collocazione	SALA DING 388 BOW.tr
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia