

Contemporary Advertising

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Myth and Fairy Tale in Contemporary Fiction
Media Capitalism
Media Analysis and Public Health
The Romanian Cinema of Nationalism
Research in Anatomy
Youth Drinking Cultures in a Digital World
Studying European Theatre Audiences
Changing Minds with Clinical Hypnosis
Economic Aspects and Implications of Obesity
The SAGE Encyclopedia of Journalism
Architectures of Bureaucracy
150 Years Continental
On the Fringes of Literature and Digital Media Culture
Global Secularisms in a Post-Secular Age
Handbuch Werberhetorik
Contemporary Advertising
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Roger J. Baran Naim Cetinturk Alexandra Cheira Thomas Klikauer Lesley Henderson Onoriu Colăcel Hosam Eldeen Elsadig Gasmalla Antonia Lyons Joshua Edelman Laurence Sugarman Elise Hefti Gregory A. Borchard Jens van de Maele Paul Erker Michael Rectenwald Nina Janich William F. Arens Christian Arens

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this book balances the behavioral and database aspects of customer relationship

management providing students with a comprehensive introduction to an often overlooked but important aspect of marketing strategy. Baran and Galka deliver a book that helps students understand how an enhanced customer relationship strategy can differentiate an organization in a highly competitive marketplace. This edition has several new features, updates that take into account the latest research and changes in organizational dynamics, business-to-business relationships, social media, database management, and technology advances that impact CRM. New material on big data and the use of mobile technology, an overhaul of the social networking chapter reflecting the true state of this dynamic aspect of customer relationship management, today a broader discussion of the relationship between CRM and the marketing function, as well as its implications for the organization as a whole, cutting-edge examples and images to keep readers engaged and interested, a complete typology of marketing strategies to be used in the CRM strategy cycle, acquisition, retention, and win-back of customers, with chapter summaries, key terms, questions, exercises, and cases. This book will truly appeal to upper-level students of customer relationship management. Online resources including PowerPoint slides, an instructor's manual, and test bank provide instructors with everything they need for a comprehensive course in customer relationship management.

Advertising is a broad concept and has an ever-shifting nature. The methods and strategies are differing day by day. The practice fields of advertising vary relatively and largely, and the consumers of today, like Y and Z generations, make it necessary for the corporations to take the essential precautions against the current conjunctures and fluctuations in technology, economy, and politics. Advertising is one of the key concepts that the corporations focus on. In this sense, the book gathers 12 different chapters related to advertising. The chapters contain valuable and up-to-date information on advertising. This study will not only broaden the reader's horizon but also fulfil the increasing need in the field of contemporary advertising.

This volume provides more sustained critical attention on the use of myth and fairy tales in contemporary fiction, both stand-alone tales and those which are embedded in the wider frame of a novel or novella. In this light, the book examines contemporary retellings of myths and fairy tales in a productive dialogue with tradition as an extended appreciation of this productive creative and theoretical dialogue. The individual chapters evince a robust variety of conceptions and approaches, all thoroughly observant of the nature and workings of the relationship between story

and genre and theoretically informed by innovative critical approaches hence the volume demonstrates the undeniable importance of myth and fairy tales in contemporary fiction suggesting questions for future consideration and hopefully pointing towards new texts and new critical inquiries

this book argues that media and capitalism no longer exist as separated entities and posits three reasons why one can no longer exist without the other firstly mass media have become indispensable to capitalism due to the media's ability to sell the commodities of mass consumerism media capitalism also creates pro capital attitudes among a target population and establishes an ideological hegemony thirdly media capitalism provides mass deception to hide the pathologies of capitalism which include mass poverty rising inequalities and the acceleration of global warming to illuminate this the book's historical chapter traces the emergence of media capitalism its subsequent chapters show how media capitalism has infiltrated the public sphere society schools universities the world of work and finally democracy the book concludes by outlining how societies can transition from media capitalism to a post media capitalist society

this volume showcases new approaches to studying public health in traditional and emerging media suggesting that we need more analyses that focus on the production of media and on power dynamics as well as studies of audience reception of media messages the collection asks a variety of questions about the role of media in analysing public health contributors ask who is influential in producing the stories we see in the press and on social media who benefits and who is damaged by media debates on health topics they investigate the role of big business in seeking to shape public opinion and consumption in print and online media how issues such as hand washing come to be framed over time by newspapers how conflicts over immunisations get covered how health promotion messages do their work and the positive role of online media in helping foster drug safety together they reach the conclusion that since mass media is a crucial element of civic society more in depth understanding of how it works and what impacts it has on public health is essential given the crucial role of the media in shaping health debates pushing certain issues up the policy agenda defining problems for audiences and presenting potential solutions this book's analysis will be of interest to all those studying how the media shape policy as well as public health researchers with an interest in mass communication this book was originally published as a special issue of critical public health

prior to the collapse of communism romanian historical movies were political encouraging nationalistic feelings and devotion to the state vlad the impaler and other such iconic figures emerged as heroes rather than loathsome bloodsuckers celebrating a shared sense of belonging the past decade has however presented romanian films in which ordinary people are the stars heroes go getters swindlers and sore losers the author explores a wide selection old and new of films set in the romanian past

research in anatomy a comprehensive guide in anatomical sciences and education aims to provide a comprehensive overview of contemporary anatomical research methods it fills a critical gap in anatomical research methodologies while many texts cover general research methods or specific topics there is a lack of comprehensive resources that encompass the various approaches in anatomical studies it serves as a valuable resource for students educators and researchers in the anatomical sciences and related disciplines the book is divided into two parts part one is the introductory section which covers the fundamentals of anatomical research through seven chapters it starts by providing brief descriptions and examples of various research designs and offering a step by step guide on how to conduct systematic literature searches subsequent chapters in this section compare human and animal studies in anatomical research discuss how to conduct systematic reviews cover essential aspects of data analysis and management in anatomical research outline methods for sharing anatomy research findings and highlight the vital role of cadavers in advancing anatomical knowledge and medical education finally this section explores the methods and approaches used to study and improve anatomy education the second section explores various specialised research areas in detail it provides guidance and insights on several topics including developmental anatomy research the use of surgical observations for anatomical research and morphometric studies in anatomy additionally it discusses the application of medical imaging tools for anatomical studies and the significance of macroscopic and microscopic examination and imaging techniques in neuroanatomical research finally this section explores anatomical variability a research methods book that is tailored to anatomical research presents a variety of research designs applied in anatomical research based on cadavers surgical observations medical imaging morphometric studies and microscopic studies inspires early career anatomists to identify possible future research areas

social media has helped boost the culture of intoxication a central aspect of young people's social lives in many western countries initial research suggests that these technologies enable highly nuanced targeted marketing and innovations creating new virtual spaces that alter the dynamics and consequences of drinking cultures in significant ways youth drinking cultures in a digital world focuses on how pervasive social networking technologies contribute to drinking cultures it brings together international contributions from leading researchers in this emerging field to explore how new technologies are reconfiguring the key themes traditional interests practices and concerns of alcohol related research with young people it is particularly concerned with three important areas namely identities social relations and power alcohol marketing and commercialisation public health and regulating alcohol promotion this innovative book includes original research and commentary and is a must read for academics and researchers in the areas of public health psychology sociology media studies youth studies and alcohol studies

this book reports on one of the largest co-ordinated efforts to survey the theatrical audience experience the city study of the project on european theatre systems which conducted over 7000 surveys and dozens of interviews and focus groups with audience members from four mid-sized cities across europe this study aimed to capture the details of how audiences perceive and value theatre and resulted in a data set which while imperfect has no precedent in scale and comparability for theatre studies based on this very large data set the authors were able to create a portrait of varied segments of european theatrical audiences its experiences and how it values theatre that is more detailed and incisive than any previously available the question is not just who comes to theatre but why and how those experiences are valuable to them this book's key contribution however is methodological that offers a detailed and unsparing examination of the city study's working methods their underlying theory their strengths and weaknesses and which survey and interview techniques were more successful in bringing out useful information this makes this book essential reading for those interested in studying theatre's place in society but also for artists policy makers and arts professionals who want to make and share work with an understanding of their audience's engagement with it

this book is a scientifically current integrative and practical guide for understanding clinical hypnosis and its place within a new health care paradigm blending four original short stories with a treatise it alternates narrative prose with health science

discourse to create a framework for embracing systemic emotional and relational elements that lie beyond diagnosis medication surgery and psychotherapy following the stories of four characters the authors establish an empirically grounded conceptualization of the mind then demonstrate how practical applications of therapeutic hypnosis can help readers use individual and family resources in health and healing clinicians will learn to improve their care by embracing emotional relational and narrative elements that powerfully affect health beyond diagnosis medication surgery and psychotherapy further health care educators and policy makers will find inspiration that enriches professional training

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journalism permeates our lives and shapes our thoughts in ways that we have long taken for granted whether it is national public radio in the morning or the lead story on the today show the morning newspaper headlines up to the minute internet news grocery store tabloids time magazine in our mailbox or the nightly news on television journalism pervades our lives the encyclopedia of journalism covers all significant dimensions of journalism such as print broadcast and internet journalism u s and international perspectives and history technology legal issues and court cases ownership and economics the encyclopedia will consist of approximately 500 signed entries from scholars experts and journalists under the direction of lead editor gregory borchard of university of nevada las vegas

this monograph examines the interrelationship between politics and modernist architecture in interwar belgium focusing on political architectural and administrative elites as propagators of new ideas of governance while belgium was strongly influenced by neighbouring france and germany it also developed its own avant garde approaches to socio political problems in the second half of the 1930s the country was the scene of a remarkable political and architectural experiment involving an ambitious plan for the large scale construction of modernist government office buildings these buildings were seen as essential to the development of a technocratic model of governance aimed at strengthening the role of the executive and minimising the influence of parliament more specifically the efficient new office architecture was supposed to create a new type of perfect civil servant whose loyalties would no longer lie with political parties but with scientists and management experts such experts and scientists constituted a rising elite of homines novi with strong though often veiled political ambitions as such this book contributes to our understanding of political

culture in the age of extremes

success and crises phases of transformation the employees and the products in nine thoroughly researched essays the book examines the main topics of the company's history the continental brand is a focal point as is the international expansion it is an entertaining and informative journey through the history of this hanover based company with its rich tradition as it embarks into the future of mobility

on the fringes of literature and digital media culture offers a polyphonic account of mutual interpenetrations of literature and new media shifting its focus from the personal to the communal and back again the volume addresses such individual experiences as immersion and emotional reading offers insights into collective processes of commercialisation and consumption of new media products and explores the experience and mechanisms of interactivity convergence culture and participatory culture crucially the volume also shows convincingly that though without doubt global digital culture and new media have their varied specifically local facets and manifestations shaped by national contingencies the interplay of the common subtext and local colour is discussed by the contributors from eastern europe and the western world contributors are justyna fruzińska dirk de geest maciej jakubowiak michael joyce kinga kasperek barbara kaszowska wandor aleksandra małecka piotr marecki Łukasz mirocha aleksandra mochocka emilya ohar mariusz pisarski anna Ślószarz dawn stobbert jean webb indrė Žakevičienė agata zarzycka

global secularisms addresses the state of and prospects for secularism globally drawing from multiple fields it brings together theoretical discussion and empirical case studies that illustrate on the ground extant secularisms as they interact with various religious political social and economic contexts its point of departure is the fact that secularism is plural and that various secularisms have developed in various contexts and from various traditions around the world secularism takes on different social meanings and political valences wherever it is expressed the essays collected here provide numerous points of contact between empirical case studies and theoretical reflection this multiplicity informs and challenges the conceptual theorization of secularism as a universal doctrine analyses of different regions enrich our understanding of the meanings of secularism providing comparative range to our notions of secularity theoretical treatments help to inform our understanding of secularism in context enabling readers to discern what is at stake in the various regional expressions of secularity globally while the bulk of the essays are case based

research the current thinking of leading theorists and scholars is also included

das handbuch werberhetorik bietet einen Überblick über rhetorische phänomene in der werbung der schwerpunkt liegt dabei auf der rhetorik der wirtschaftswerbung sie wird in ihrer historischen entwicklung von der antike über die frühe neuzeit und das aufkommen des markenartikels bis hin zur massenmedialen konsumwerbung offline und online in den blick genommen rhetorische phänomene werden dabei sowohl in unterschiedlichen werbemedien aufgespürt print rundfunk online formate u a als auch in ihrer multimodalität in den blick genommen so werden neben sprachlich textuellen phänomenen auch visuelle ausdrucksformen bilder typographie in ihrer eigenwertigkeit und ihrer relation zur botschaft des textes behandelt ein weiterer kleinerer schwerpunkt widmet sich den verschiedenen formen politischer werberhetorik die einerseits insbesondere im hinblick auf wahlkampfreden einer eigengesetzlichkeit unterliegt andererseits zum beispiel bei plakaten oder flyern anleihen bei den rhetorischen strategien der wirtschaftswerbung macht ergänzend zur wirtschafts und politischen werbung werden exemplarisch weitere werberhetoriken in den blick genommen so lassen sich verschiedene formen der sozialen und kulturellen werbung unterscheiden man denke an stadtmaking werbung für theater und museen werbung für kirchen gemeinnützige einrichtungen und gesundheitsvorsorge an werbung für sport und sportereignisse oder auch für universitäten und forschungseinrichtungen einen problematisierenden ausblick bieten abschließend Überblicks artikel zur kulturspezifik von werberhetorik und zur sprachkritik

contemporary advertising 10 e is one of the best selling advertising texts in this field known as the coffee table book for advertising it is known for its current examples the author s ability to pull from real world experiences and the clear writing style taking a comprehensive view of the industry this text presents advertising from the creative stand point and arens draws from his own industry experience to lend life to the examples author bill arens continues to address the importance of integrated marketing communications imc in the field of advertising and how it impacts advertising strategy through featured examples of imc campaigns

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