1. Record Nr. UNINA990001330340403321

Autore	De Boor, Carl <1937- >
Titolo	Box splines / C. de Boor, K. Holling, S. Riemenschneider
Pubbl/distr/stampa	New York : Springer-Verlag, c1993
ISBN	0-387-94101-0
Descrizione fisica	xvii, 200 : ill. ; 24 cm
Collana	Applied mathematical sciences ; 98
Altri autori (Persone)	Höllig, Klaus Riemenschneider, S.
Disciplina	511.42
Locazione	MA1
Collocazione	C-33-(98
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia

2. Record Nr. UNINA9910816059203321

Autore	Barnett Paul
Titolo	Shopper marketing : a how-to business story / / Paul Barnett
Pubbl/distr/stampa	New York, New York (222 East 46th Street, New York, NY 10017) : , : Business Expert Press, , 2016
ISBN	1-63157-358-6
Edizione	[First edition.]
Descrizione fisica	1 online resource (xiv, 261 pages) : illustrations
Collana	Consumer behavior collection, , 2163-937X
Disciplina	658.8
Soggetti	Marketing Consumer behavior
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references (pages 233-254) and index.
Sommario/riassunto	The book outlines a practical approach to shopper marketing in order to grow both revenue and brand equity. A story runs through the book in the first part of each chapter, so that it is easier to connect the theory and tools in the second part of each chapter, with a real-world scenario. The book follows the story of the Big Beverage Company, who receive a call from their biggest customer one afternoon asking for their help in getting the coffee category growing again. This sets the Big Beverage Company and their management team on a journey from being a brand-focused business, to one that understands how a broader emphasis on the category and its shoppers can lead to greater growth for themselves and their retail partners. The book contains over 300 industry and academic references as well as numerous examples from the author's own experience.