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Lingua di pubblicazione	Inglese
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Nota di contenuto	Cover -- 1 Introduction -- 2 Literature Review -- 2.1 Price Levels -- 2.2 Price Elasticity -- 2.3 Price Dispersion -- 2.4 Search Costs -- 2.5 Transactions Costs -- 2.6 Pricing Strategies -- 2.7 Task Definitions -- 2.7.1 Physical Surroundings -- 2.7.2 Social Surroundings -- 2.7.3 Temporal Aspects -- 2.7.4 Task Definitions -- 2.7.5 Antecedent States -- 2.8 Reservation Prices -- 3 Research Scope -- 3.1 Discussion of Conditions -- 3.2 Discussion of Strategic Decisions -- 3.3 Market Model -- 4 Conceptual Consumer Model -- 4.1 Demographics -- 4.2 Product -- 4.3 Shopping Goal -- 4.4 Latent Demand -- 4.5 Formation of Reservation Prices -- 4.6 The Product-Shopping Goal Link -- 5 Basic Model -- 5.1 Reservation Prices -- 5.2 Intra-Firm Switching -- 5.3 Inter-Firm Switching -- 5.4 Assembling the Model -- 5.5 Expected Value -- 5.6 Price Elasticity -- 6 Basic Model - Refined -- 6.1 Influence of Marketing -- 6.1.1 Strategic Scope -- 6.1.2 Product Policy -- 6.1.3 Communication Policy -- 6.1.4 Distribution Policy -- 7 Simulation Model -- 7.1 The Firm Side -- 7.2 The Consumer Side -- 7.3 Scenarios -- 7.4 The Beta Distribution -- 7.5 Estimating Beta Distributions with Maximum Likelihood -- 8 Methodology -- 8.1 Survey -- 8.2 Sample Constitution -- 9 Results Books -- 9.1 Marketing Strategies -- 9.2 Elasticity -- 9.3 Mean and Variance -- 9.4 Consumer Drift Dynamics -- 9.5 Pricing -- 10 Results Clothes -- 10.1 Marketing Strategies -- 10.2 Elasticity -- 10.3 Mean and Variance -- 10.4 Consumer Drift Dynamics

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B.1 Internet Usage -- B.2 Shopping Behaviour -- B.3 Personality Traits -- B.4 Purchase Behavior -- B.5 Demographic.

Sommario/riassunto

A company operating various sales channels, e.g. the Internet and a traditional shop, inevitably faces a tricky coordination problem. As prevalent approaches often do not lead to a satisfying solution, the author suggests a normative model to offer directions for the optimal channel coordination. The model is based on stochastic purchase and switching probabilities, given certain conditions like prices and supportive marketing activities (like delivery time or shop environment). A company can fit its consumer base to the model and simulate various effects on its earnings by altering prices or marketing activities. The model is a market-based playground to develop new holistic strategies for a multichannel company without affecting the market.

2. Record Nr.	UNINA9910136370103321
Titolo	IEEE Std 82-1963 : IEEE Test Procedure for Impulse Voltage Tests on Insulated Conductors // IEEE
Pubbl/distr/stampa	[Place of publication not identified] : , : IEEE, , 1963
ISBN	1-5044-0449-1
Descrizione fisica	1 online resource
Disciplina	621.381548
Soggetti	Electronic measurements Pulse generators
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Sommario/riassunto	This test procedure is intended as a guide for impulse testing of insulated conductors. It is intended only for use as a design or development test, and not as a routine production or specification test. Special needs may require deviations from this test procedure. A uniform procedure, however, is desirable in most cases. This test procedure applies only to impulse tests on insulated conductors. This test procedure is not intended to replace any existing or future standards covering impulse generators, impulse testing or voltage measurements. It is intended to supplement such standards by indicating specific procedures for a specific type of system component.