

1. Record Nr.	UNINA9910138865003321
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Titolo	Retail marketing and branding [[electronic resource]] : a definitive guide to maximizing ROI / / Jesko Perrey and Dennis Spillecke
Pubbl/distr/stampa	Chichester, West Sussex, : Wiley, 2013
ISBN	1-119-20790-8 1-283-89330-4 1-118-48950-0
Edizione	[2nd ed.]
Descrizione fisica	1 recurso en línea (399 páginas) : ilustraciones
Altri autori (Persone)	SpilleckeDennis
Disciplina	658.8 658.8700688
Soggetti	Branding (Marketing) Brand name products Retail trade Construcció de marca (Màrqueting) Productes de marca Comerç al detall Llibres electrònics
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	"Perspectives on consumer industries & retail"--Cover. Includes index.
Nota di contenuto	pt. 1. Building superior retail brands -- pt. 2. Optimizing marketing ROI -- pt. 3. Ten perspectives on retail marketing.
Sommario/riassunto	Retail Marketing and Branding, 2nd Edition looks at how retailers can make more out of their marketing money with retail best practices in branding and marketing spend optimization. The second edition of Retail Marketing and Branding includes the following updates: * New and updated case examples * Updated figures and examples throughout * New interviewees with recent experiences * Additional chapters