

1. Record Nr.	UNINA9910460376503321
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 Electronic books.
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.

2. Record Nr.	UNINA9910148586103321
Autore	De Castell Sebastien
Titolo	Knight's shadow // Sebastian de Castell
Pubbl/distr/stampa	Jo Fletcher Books
ISBN	1-68144-567-0
Classificazione	FIC009030FIC002000FIC000000
Disciplina	813/.6
Soggetti	Swordsmen FICTION / Fantasy / Historical FICTION / Action & Adventure FICTION / General Adventure fiction Fantasy fiction
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Sommario/riassunto	"Knight's Shadow continues the series with a thrilling and dark tale of heroism and betrayal in a country crushed under the weight of its rulers' corruption. A few days after the horrifying murder of a duke and his family, Falcio val Mond, swordsman and First Cantor of the Greatcoats, begins a deadly pursuit to capture the killer. But Falcio soon discovers his own life is in mortal danger from a poison administered as a final act of revenge by one of his deadliest enemies. As chaos and civil war begin to overtake the country, Falcio has precious little time left to stop those determined to destroy his homeland"--