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Autore	Solomon Michael R.
Titolo	Consumer behaviour : a European perspective / / Michael Solomon [and three others]
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Edizione	[3rd edition.]
Descrizione fisica	1 online resource (xxv, 701 paginas)
Altri autori (Persone)	SolomonMichael R
Disciplina	658.8342094
Soggetti	Consumer behavior - Europe
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Cover -- Consumer Behaviour -- Brief Contents -- Contents -- Chapter Summary -- Preface -- Guided Tour Of The Book -- Acknowledgements -- Publisher's Acknowledgements -- Consumers In The marketplace -- An Introduction To Consumer Behaviour -- Consumption in europe? The european consumer? -- Consumers' Impact On Marketing Strategy -- Marketing's Impact On Consumers -- Do marketers manipulate consumers? -- Consumer Behaviour As A Field Of Study -- Chapter Summary -- Consumer Behaviour Challenge -- Notes -- Consumers As Individuals -- Perception -- Introduction -- The Perceptual Process -- Sensory Systems -- Sensory Thresholds -- Perceptual Selection -- Interpretation: Deciding What Things Mean -- Chapter Summary -- Consumer Behaviour Challenge -- Notes -- Learning And Memory -- Introduction -- Behavioural Learning Theories -- Marketing Applications Of Learning Principles -- The Role Of Learning In Memory -- Chapter Summary -- Consumer Behaviour Challenge -- Notes -- Motivation, Values And Involvement -- Introduction -- The Motivation Process: A Psychological Perspective -- Motivational Strength -- Motivational Direction -- Motivational Conflicts -- Classifying Consumer Needs -- Hidden Motives: The

Psychoanalytical Perspective -- Consumer Desire -- Values -- The Means-End Chain Model -- Materialism: the ultimate 'why' of consumption? -- Chapter Summary -- Consumer Behaviour Challenge -- Notes -- Attitudes -- The Power Of Attitudes -- The Content Of Attitudes -- Forming Attitudes -- Attitude Models -- Using Attitudes To Predict Behaviour -- Chapter Summary -- Consumer Behaviour Challenge -- Notes -- Attitude Change And interactive Communications -- Changing Attitudes Through Communication -- The Source -- The Message -- The source vs. The message: sell the steak or the sizzle? -- Chapter Summary -- Consumer Behaviour Challenge -- Notes -- The Self. Perspectives On The Self -- Consumption And Self-Concept -- Gender Roles -- Body Image -- Consumer Behaviour Challenge -- Notes -- Appealing to taste buds or healthy lifestyles? Marketing low-fat foods to consumers in Greece -- Should I - or shouldn't I? Consumers' motivational conflicts in purchase decisions for electronics -- Prams are not just for babies . . .1 -- Hidden motives: is consumer behaviour shaped by fairy-tale archetypes? -- Consumers As Decision-Makers -- Individual Decision-Making -- Consumers As Problem-Solvers -- Problem Recognition -- Information Search -- Evaluation Of Alternatives -- Product Choice: Selecting Among Alternatives -- Chapter Summary -- Consumer Behaviour Challenge -- Notes -- Shopping, Buying, Evaluating And Disposing -- Introduction -- Antecedent States -- Social And Physical Surroundings -- Shopping: Motivations And Experiences -- E-commerce: clicks vs. Bricks -- Servicescapes: Retailing As Theatre -- Post-Purchase Satisfaction -- Tqm: Going Back To The Gemba -- Product Disposal -- Chapter Summary -- Consumer Behaviour Challenge -- Notes -- Group Influence Andopinion Leadership -- Introduction -- Reference Groups -- Conformity -- Word-Of-Mouth Communication -- Opinion Leadership -- Chapter Summary -- Consumer Behaviour Challenge -- Notes -- 'It's just being a student isn't it?' - The story of a young binge drinker -- Holiday decision-making: an adaptable and opportunistic ongoing process -- From space to place: creating Utopian meanings in a festival marketplace -- How second-hand consumption re-enchants and empowers the consumer's life -- A Portrait Of European consumers -- European Family Structuresand Household Decision-Making -- Introduction -- The Family -- The Intimate Corporation: Family Decision-Making -- Children As Decision-Makers: Consumers-In-Training -- Chapter Summary -- Consumer Behaviour Challenge. Notes -- Income And Social Class -- Consumer Spending And Economic Behaviour -- Social Class -- How Social Class Affects Purchase Decisions -- Status Symbols -- Chapter Summary -- Consumer Behaviour Challenge -- Notes -- Age Subcultures -- Age And Consumer Identity -- The Teen Market: It Totally Rules -- Baby busters: 'generation x' -- Baby Boomers -- The Grey Market -- Chapter Summary -- Consumer Behaviour Challenge -- Notes -- Consumption of gold and gold jewellery in Turkey -- Socially excluded? Low income consumers' grocery shopping behaviour1 -- Scenes from the lives of Athenian mothers and daughters -- Consuming across borders: four vignettes -- Advertising targeted towards children: are the legal controls effective? The case of Belgium -- Port wine: ruby, tawny, white and the premiums -- Culture And European Lifestyles -- Culture And Consumer behaviour -- Culture And Consumption -- Myths And Rituals -- Sacred And Profane Consumption -- Consumer Society - Material Culture -- Chapter Summary -- Consumer Behaviour Challenge -- Notes -- Cultural Change Processes -- Introduction -- The Diffusion Of Innovations -- The Fashion System -- Chapter

Summary -- Consumer Behaviour Challenge -- Notes -- Lifestyles And European Cultures -- Lifestyles And Consumption Choices -- Lifestyle Marketing -- Geographic Influences On Lifestyles -- Ethnic And Religious Subcultures -- Euro-consumers: do they exist? -- Chapter Summary -- Consumer Behaviour Challenge -- Notes -- New Times, New Consumers -- Introduction -- Environmentalism: Saving The Planet With a Shopping Basket -- Global Marketing And Culture -- Postmodernism? -- Chapter Summary -- Consumer Behaviour Challenge -- Notes -- Consumption and immigration: the distribution of the Halal brand in Spain -- Black youth identity in Britain: acculturation, consumption, hip hop and self-identity. Brand building on Holy Mount Athos: consumer perceptions of speciality wine brands -- Sandra: an illustration of addictive consumption -- Glass collectors in consumer culture -- Adapt or die? Developments in the British funeral industry -- Glossary -- Indexes -- Author Index -- Product/Company/Name Index -- Subject Index.

Sommario/riassunto

Consumer Behaviour: A European Perspective 3rd edition provides a comprehensive, lively, contemporary and practical introduction to consumer behaviour. It shows how research and concepts in this subject can inform and be applied to broader/strategic marketing issues. The unique five-part micro-to-macro wheel structure takes a multi-disciplinary approach to the discussion of consumer behaviour theory and applications, and includes the latest trends and demographic data for profiling European consumers. This book is ideal for second and third year undergraduate marketing students, or those students taking a consumer behaviour module as part of a business course.

2. Record Nr.	UNINA9910776493003321
Autore	Garesio, Giulia
Titolo	Della società in accomandita semplice : art. 2313-2324 / Giulia Garesio
Pubbl/distr/stampa	Bologna, : Zanichelli, 2023
ISBN	978-88-08-92004-1
Descrizione fisica	XVIII, 214 p. ; 25 cm
Collana	Commentario del Codice civile e codici collegati Scialoja-Branca-Galgano . Libro quinto , Del lavoro
Disciplina	346.450682
Locazione	FGBC
Collocazione	VIII B 408 (2313-2324)
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia

3. Record Nr.	UNINA9910140728903321
Titolo	Guidelines for the psychosocially assisted pharmacological treatment of opioid dependence
Pubbl/distr/stampa	Geneva, Switzerland, : World Health Organization, 2009
ISBN	9786612697135 9781282697133 1282697137 9789240685123 924068512X
Edizione	[1st ed.]
Descrizione fisica	1 online resource (132 pages)
Disciplina	616.8632061
Soggetti	Opioid abuse Drug abuse Combined modality therapy Opioid-Related Disorders - drug therapy Opioid-Related Disorders - psychology Substance-Related Disorders - prevention & control Behavior Therapy Methadone Buprenorphine - therapeutic use Naltrexone - therapeutic use Combined Modality Therapy Guideline
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. 96-111).
Nota di contenuto	COVER; TITLE; COPYRIGHT; Contents; Acknowledgements; Abbreviations and acronyms; Executive summary; Summary of recommendations; 1 Scope and purpose; 2 Method of formulating recommendations; 3 Background; 4 Guidelines for health systems at national and subnational levels; 5 Programme level guidelines - for programme managers and clinical leaders; 6 Patient level guidelines -

Sommario/riassunto

These Guidelines review the use of medicines such as methadone, buprenorphine, naltrexone and clonidine in combination with psychosocial support in the treatment of people dependent on heroin or other opioids. Based on systematic reviews of the literature and using the GRADE approach to determining evidence quality, the guidelines contain specific recommendations on the range of issues faced in organizing treatment systems, managing treatment programmes and in treating people dependent on opioids. Developed in collaboration with internationally acclaimed experts from the different regions of the world.