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| Titolo                  | The courtship novel, 1740-1820 : a feminized genre / / Katherine Sobba Green  |
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| ISBN                    | 0-8131-8448-7<br>0-8131-4966-5  |
| Descrizione fisica      | 1 online resource (193 p.)  |
| Disciplina              | 823/.0850906  |
| Soggetti                | English fiction - 18th century - History and criticism<br>Courtship in literature<br>Feminism and literature - Great Britain - History - 18th century<br>Feminism and literature - Great Britain - History - 19th century<br>Women and literature - Great Britain - History - 18th century<br>Women and literature - Great Britain - History - 19th century<br>English fiction - Women authors - History and criticism<br>English fiction - 19th century - History and criticism  |
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| Formato                 | Materiale a stampa  |
| Livello bibliografico   | Monografia  |
| Note generali           | Includes index.   |
| Nota di bibliografia    | Includes bibliographical references (p.[165]-179) and index.  |
| Nota di contenuto       | Cover; Title; Copyright; Contents; Acknowledgments; Introduction; Part I. A Feminized Genre; 1. The Courtship Novel: Textual Liberation for Women; 2. Eliza Haywood: A Mid-Career Conversion; 3. Mary Collyer: Genre Experiment; Part II. Feminist Reception Theory; 4. Early Feminist Reception Theory: Clarissa and The Female Quixote; 5. Charlotte Lennox: Henrietta, Runaway Ingenue; 6. Frances Moore Brooke: Emily Montague's Sanctum Sanctorum; Part III. The Commodification of Heroines; 7. The Blazon and the Marriage Act: Beginning for the Commodity Market<br>8. Fanny Burney: Cecilia, the Reluctant HeiressPart IV. Educational Reform; 9. Richardson and Wollstonecraft: The "'Learned Lady'" and the New Heroine; 10. Bluestockings, Amazons, Sentimentalists, and Fashionable Women; 11. Jane West: Prudentia Homespun and Educational Reform; 12. Mary Brunton: The Disciplined Heroine; Part V. |

The Denouement: Courtship and Marriage; 13. Courtship: ""When Nature Pronounces Her Marriageable""; 14. Maria Edgeworth: Belinda and a Healthy Scepticism; 15. Jane Austen: The Blazon Overturned; Conclusion; Chronology of Courtship Novels; Notes; Index; A; B; C; D; E; F  
GH; I; J; K; L; M; N; O; P; R; S; T; W

## Sommario/riassunto

The period from her first London assembly to her wedding day was the narrow span of autonomy for a middle-class Englishwoman in the eighteenth and early nineteenth centuries. For many women, as Katherine Sobba Green shows, the new ideal of companionate marriage involved such thoroughgoing revisions in self-perception that a new literary form was needed to represent their altered roles. That the choice among suitors ideally depended on love and should not be decided on any other grounds was a principal theme among a group of heroine-centered novels published between 1740 and 1820. During these d

## 2. Record Nr.

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## Autore

Zentes Joachim

## Titolo

Strategic Retail Management : Text and International Cases / / by Joachim Zentes, Dirk Morschett, Hanna Schramm-Klein

## Pubbl/distr/stampa

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3-658-10183-0

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## Descrizione fisica

1 online resource (XVI, 468 p. 150 illus.)

## Disciplina

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## Soggetti

Trade  
Business  
Commerce  
Sales management  
Marketing  
Sales/Distribution

## Lingua di pubblicazione

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Materiale a stampa

## Livello bibliografico

Monografia

## Nota di contenuto

Functions, Formats and Players in Retailing -- Strategic Marketing in Retailing -- Marketing Mix in Retailing -- Buying, Logistics and Performance Measurement.

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## Sommario/riassunto

This book is devoted to the dynamic development of retailing. The focus is on various strategy concepts adopted by retailing companies and their implementation in practice. This is not a traditional textbook or collection of case studies; it aims to demonstrate the complex and manifold questions of retail management in the form of twenty lessons, where each lesson provides a thematic overview of key issues and illustrates them via a comprehensive case study. The examples are all internationally known retail companies, to facilitate an understanding of what is involved in strategic retail management and illustrate best practices. In the third edition, all chapters were revised and updated. Two new chapters were added to treat topics like corporate social responsibility as well as marketing communication. All case studies were replaced by new ones to reflect the most recent developments. Well-known retail companies from different countries, like Tesco, Zalando, Hugo Boss, Carrefour, Amazon, Otto Group, are now used to illustrate particular aspects of retail management. Contents Functions, Formats and Players in Retailing Strategic Marketing in Retailing Marketing Mix in Retailing Buying, Logistics and Performance Measurement Target Groups Advanced undergraduate students and graduate students majoring in Business Administration, Marketing or Management Practitioners who wish to obtain compact and practice-oriented information on current concepts The Authors Joachim Zentes is Professor Emeritus of Management and Marketing at the Saarland University, Saarbrücken, Germany. Dirk Morschett is Professor of International Management at the University of Fribourg, Switzerland. Hanna Schramm-Klein is Professor of Marketing at the University of Siegen, Germany. .

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