

1. Record Nr.	UNINA9910298085603321
Titolo	Fashion Branding and Consumer Behaviors : Scientific Models // edited by Tsan-Ming Choi
Pubbl/distr/stampa	New York, NY : , : Springer New York : , : Imprint : Springer, , 2014
ISBN	1-4939-0277-6
Edizione	[1st ed. 2014.]
Descrizione fisica	1 online resource (153 p.)
Collana	International Series on Consumer Science, , 2191-5660
Disciplina	658.827
Soggetti	Experiential research Marketing Economics - Sociological aspects Psychology Research Organizational Studies, Economic Sociology
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 at the end of each chapters and index.
Nota di contenuto	Preface -- I. Introduction and Review -- Fashion Branding and Consumer Behaviors: An Introduction -- Luxury Fashion Branding: Literature Review, Research Trends and Research Agenda for Scientific Research -- Fashion Brand Personality and Advertisement Response: Incorporating a Symbolic Interactionist Perspective -- II. Analytical Modeling Research -- Optimizing Fashion Branding Strategies: Management of Variety of Items and Length of Lifecycles in a Stochastically Fluctuating Market -- An Analysis of Fashion Brand Extensions by Artificial Neural Networks -- III. Empirical Studies -- "Domestic Made" or "Foreign Made" Luxury Brands? A Comparative Investigation Between Status and Non-Status Seeking Teenagers -- Co-branding in Fast Fashion: the Impact of Consumers' Need for Uniqueness on Purchase Perception.- How Brand Awareness Relates to Market Outcome, Brand Equity and the Marketing Mix -- Consumer Perceived Risks Towards Online Group Buying Service for Fashion Apparel Products.
Sommario/riassunto	Fashion Branding and Consumer Behaviors presents eye-opening theory, literature review, and original research on the mutual influence

of branding strategies and consumer response. Contributors use multiple methods to analyze consumers' psychosocial needs and the extent that their fulfillment goes beyond the usefulness or value of the items they purchase as well as the fashion industry's means of communicating brand identity and enhancing brand loyalty. Along the way, these studies raise important questions about consumer behaviors, consumer welfare, environmental ethics, and the future of consumer research. Included in the coverage: A symbolic interactionist perspective on fashion brand personality and advertisement response. Optimizing fashion branding strategies in a fluctuating market. An analysis of fashion brand extensions by artificial neural networks. Domestic or foreign luxury brands? A comparison of status- and non-status- seeking teenagers. The impact of consumers' need for uniqueness on purchase perception. How brand awareness relates to market outcome, brand equity, and the marketing mix. A breakthrough volume on the complexities of how and why we buy, Fashion Branding and Consumer Behaviors will captivate researchers and practitioners in the fields of consumer psychology, marketing, and economics.

2. Record Nr.	UNINA9911149519403321
Titolo	Cameroon : : Poverty Reduction Strategy Paper-Progress Report- Joint Staff Advisory Note
Pubbl/distr/stampa	Washington, D.C. : , : International Monetary Fund, , 2008
ISBN	9786613732453 9781455272341 1455272345 9781452721248 1452721246 9781280891144 1280891149 9781451878318 1451878311
Edizione	[1st ed.]
Descrizione fisica	1 online resource (9 p.)
Collana	IMF Staff Country Reports
Disciplina	362.5526
Soggetti	Poverty - Government policy - Cameroon Budget execution and treasury management Budget Budgeting & financial management Expenditure

Finance, Public
 Government Policy
 National Budget, Deficit, and Debt: General
 National Government Expenditures and Related Policies: General
 National Government Expenditures and Related Policies: Infrastructures
 Other Public Investment and Capital Stock
 Poverty reduction strategy
 Poverty reduction
 Poverty
 Provision and Effects of Welfare Program
 Public finance & taxation
 Public Finance
 Public financial management (PFM)
 Public investment and public-private partnerships (PPP)
 Public-private sector cooperation
 Social Services and Welfare
 Social welfare & social services
 Cameroon Economic conditions
 Cameroon

Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	""Cover""; ""Cameroon: Poverty Reduction Strategy Paper""; ""Progress Report""; ""Joint Staff Advisory Note""; ""I. OVERVIEW""; ""II. STRATEGIC PILLARS FOR POVERTY REDUCTION""; ""A. Promoting a Stable Macroeconomic Environment""; ""B. Growth and Economic Diversification""; ""C. Strengthening Human Resource Development and Bolstering Social Services""; ""D. Improving Governance""; ""E. Monitoring and Evaluation Systems""; ""III. CONCLUSION""
Sommario/riassunto	The fourth annual progress report on the implementation of the Poverty Reduction Strategy (PRS) provides a generally candid review of achievements and obstacles in implementation during 2006. The current report incorporates to a limited extent IMF staff recommendations from the previous Joint Staff Advisory Note (JSAN). The ongoing preparation of an updated PRS provides an opportunity to address more forcefully growth bottlenecks in Cameroon. The report covers a period of good external and fiscal performance, but accompanied by a significant decline in economic growth.