

1. Record Nr.	UNINA9910298182203321
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Titolo	Pop-up Retailing : Managerial and Strategic Perspectives // by Gary Warnaby, Charlotte Shi
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Springer, , 2018
ISBN	3-319-71374-4
Edizione	[1st ed. 2018.]
Descrizione fisica	1 online resource (VII, 97 p. 16 illus., 13 illus. in color.)
Collana	SpringerBriefs in Business, , 2191-5482
Disciplina	658.87
Soggetti	Trade Business Commerce Sales management Customer relations—Management Branding (Marketing) Sales/Distribution Customer Relationship Management Branding
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references.
Sommario/riassunto	This SpringerBrief offers an academic perspective on the trend of 'pop-up' retailing. It analyzes this temporary retail-oriented setting designed to foster a direct customer-brand interaction for a limited period, often with an explicitly promotional or communicative purpose. Adopting a managerial approach, it explores the use of pop-up retailing as a means of facilitating strategic growth by retail brands. In addition, it draws on theory from retail store environments and atmospherics, customer experience management and event management to provide an in-depth academic analysis of the planning and implementation issues arising from the inherent ephemerality of pop-up activities to achieve the strategic objectives of retail brands. The authors provide an overview of the entire pop-up lifecycle using an organizational schema

that is split into four sequential stages: strategic objectives, pre-pop-up, actual pop-up experience, and the post pop-up stage. The key decision areas and activities incorporated in each of these stages are also outlined.

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