

1. Record Nr.	UNINA990001673640403321
Autore	Confederazione fascista dei commercianti
Titolo	Disciplina dei prezzi : raccolta delle disposizioni in vigore al 30 novembre XVI / Confederazione Fascista dei Commercianti
Pubbl/distr/stampa	Roma : Tip. Europa, 1937
Descrizione fisica	242 p. ; 26 cm
Disciplina	338.526
Locazione	FAGBC
Collocazione	60 338.526 B 2
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia
2. Record Nr.	UNINA9910298505103321
Autore	Schröder Christoph
Titolo	The Replication of Retail Fashion Formats into Foreign Countries : A Qualitative Analysis / / by Christoph Schröder
Pubbl/distr/stampa	Wiesbaden : , : Springer Fachmedien Wiesbaden : , : Imprint : Springer Gabler, , 2015
ISBN	3-658-07541-4
Edizione	[1st ed. 2015.]
Descrizione fisica	1 online resource (288 p.)
Collana	Handel und Internationales Marketing Retailing and International Marketing, , 2626-3327
Disciplina	330 381 658.4092 658.8
Soggetti	Leadership Marketing Globalization Markets Business Strategy/Leadership Emerging Markets/Globalization
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.
Nota di contenuto	Specification of successful format transfer strategies -- Design of core and peripheral format elements -- Strategy and format element changes over time in different countries.
Sommario/riassunto	<p>Christoph Schröder does one of the first attempts to analyze format transfers within the scope of different strategies, format elements, countries and success with focus on the fashion industry. Three distinct format transfer strategies are identified. The empirically observed design of format elements supports and extends the existing research. Fashion firms standardize their "Retail culture", which acts as a foundation for a successful format transfer strategy (core elements). New insights are provided with regard to format transfer into foreign countries as well as over a timeframe of five years. International retailers face specific challenges with regard to the decision on their retail format abroad, which is known as an important success driver. They may transfer their format elements unchanged or may adapt those elements. One successful strategy is known to be an unchanged format replication, which is linked to the fashion industry. Contents Specification of successful format transfer strategies Design of core and peripheral format elements Strategy and format element changes over time in different countries Target Groups Lecturers and students in the field of international management, marketing, and retailing Practitioners in the field of retailing, marketing and international management About the Author Dr. Christoph Schröder defines and executes the global retail strategy, in particular for fashion within the world leader in business software. He received his doctoral degree from Trier University.</p>