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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</p> <p>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>