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Autore	Bakker Diederich
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Segmentation"; "1.4.2 Channel Segmentation"; "1.4.3 Benefit Segmentation"; "1.5 Brand Portfolio Issues Justifying VBPM"; "1.5.1 VBPM and Segmentation Considerations"; "1.5.2 VBPM as Entry Barrier for Competitors"; "1.5.3 Leveraging Brands Vertically"; "1.6 Implications of PL Positioning on VBPM"; "1.6.1 Integrating Value Private Labels"; "1.6.2 Integrating Premium Private Labels"; "2 Definition and Manifestations of Private Labels"; "2.1 Strategic Options for Private Labels"; "2.1.1 Brand Breadth"; "2.1.2 Positioning of Private Labels"; "2.1.3 Private Label Segmentation"; "2.1.4 Relationship with Store"; "2.2 Multi Segmented Private Label Portfolios"; "2.2.1 Loblaws Case"; "2.2.2 REWE Case"; "2.3 Differences between Private Labels and Manufacturer Brands"; "3 Channel Relationships and Vertical Marketing Practices"; "3.1 Efficient Consumer Response"; "3.2 Category Management"; "3.2.1 Efficient Assortment"; "3.2.2 Efficient Promotion"; "3.2.3 Efficient Product Introduction"; "3.2.4 The Category Management Process"; "3.3 Goals and Benefits of ECR and Category Management"; "3.4 Problems and Risks of ECR Adoption"; "3.5 Private Labels in the Category Management Context"; "3.5.1 Roles of Private Labels for the Retailer"; "3.5.2 Private Label Success Factors"; "3.5.3 Category Management and Pricing Decisions"; "3.6 The Integration of Private Label Production in Supplier-Retailer Collaborations"; "3.7 Vertical Brand Portfolio Management and ECR"; "4 A Critical Reflection on Vertical Marketing and Efficient Consumer Response"; "4.1 The Meaning of Theory"; "4.2 The Theory Borrowing Process"; "4.3 Manufacturer Strategies in the Channel Relationship"; "4.3.1 Vertical Marketing a€? General Preliminary Remarks and Definitions"; "4.3.2 Vertical Marketing Goals"; "4.3.3 Vertical Marketing Strategies"; "4.3.4 Style of Collaboration in Vertical Marketing Systems"

Sommario/riassunto

Diederich Bakker develops a comprehensive planning process that can guide brand manufacturers in assessing the internal and external environment. The step-by-step planning process includes strategies to thoroughly audit brand portfolios and to review an organisation's brand management capabilities. The planning process aides brand manufacturers in assessing product categories and in determining retailers for their suitability as cooperation partners. The proposed Vertical Brand Portfolio Management is based on the principles of brand portfolio strategy assigning clear roles for all brands including private labels. Instead of fighting the retailer products brand manufacturers are encouraged to cooperate with retail partners by offering vertically integrated brand portfolios. Based on numerous international case studies, the author offers brand manufacturers and retailers practical tools to consider collaborations in the production and management of private labels. Contents Brand Manufacturer Responses to Private Labels Step-by-Step Planning Process for Vertical Brand Portfolios Target Groups Lecturers and students of Economics with a focus on Business Strategy, Brand Management and Retailing Brand managers of fast moving consumer goods, category managers of retail organisations, private label manufacturers The Author Diederich Bakker has a professional background in advertising and received his doctorate from the University of Oldenburg. He teaches branding, advertising and digital marketing courses in the Netherlands. .

2. Record Nr.	UNINA9910678251303321
Autore	Freitag Florian
Titolo	Key Concepts in Theme Park Studies : Understanding Tourism and Leisure Spaces / / by Florian Freitag, Filippo Carlà-Uhink, Salvador Anton Clavé
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Nota di contenuto	Chapter 1. Introduction -- Chapter 2. Attractions -- Chapter 3. Authenticity -- Chapter 4. Economic Strategy -- Chapter 5. History of Theme Parks -- Chapter 6. Immersion -- Chapter 7. Inclusion and Exclusion -- Chapter 8. Industry -- Chapter 9. Labor -- Chapter 10. Media -- Chapter 11. Metatexts and Reception -- Chapter 12. Methods -- Chapter 13. Planning and Layout -- Chapter 14. Space -- Chapter 15. Theming -- Chapter 16. Time -- Chapter 17. Visitors and Customers -- Chapter 18. Worldviews -- Bibliography -- Index.
Sommario/riassunto	This book offers a comprehensive, multidisciplinary introduction to theme parks and the field of theme park studies. It identifies and discusses relevant economic, social, and cultural as well as medial, historical, and geographical aspects of theme parks worldwide, from the big international theme park chains to smaller, regional, family-operated parks. The book also describes the theories and methods that have been used to study theme parks in various academic disciplines

and reviews the major contexts in which theme parks have been studied. By providing the necessary backgrounds, theories, and methods to analyze and understand theme parks both as a business field and as a socio-cultural phenomenon, this book will be a great resource to students, academics from all disciplines interested in theme parks, and professionals and policy-makers in the leisure and entertainment as well as the urban planning sector.
