

1. Record Nr.	UNINA9910298538703321
Autore	Berg Bettina
Titolo	Retail Branding and Store Loyalty : Analysis in the Context of Reciprocity, Store Accessibility, and Retail Formats // by Bettina Berg
Pubbl/distr/stampa	Wiesbaden : , : Springer Fachmedien Wiesbaden : , : Imprint : Springer Gabler, , 2014
ISBN	3-658-01596-9
Edizione	[1st ed. 2014.]
Descrizione fisica	1 online resource (197 p.)
Collana	Handel und Internationales Marketing Retailing and International Marketing, , 2626-3327
Classificazione	380 650 QP 600
Altri autori (Persone)	SwobodaBernhard
Disciplina	658.87
Soggetti	Marketing
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	Managing Retail Brands Across Different Consumer Perception Levels -- Reciprocal Effects of the Corporate Reputation and Store Equity of Retailers -- Managing retail brands in the light of different local competitive contexts -- Importance of Retail Brand Equity and Store Accessibility for Store Loyalty in Local Competition -- Managing Retail Brands Within Different Retail Formats in an International Context -- A Comparison Study in Germany and Romania on the International Transfer and Perception of Retail Formats.
Sommario/riassunto	Marketers and retailers have to understand how to manage different consumer perception levels of retail brands, which have a major determining role on store loyalty across different complex contexts. Addressing these issues, Bettina Berg analyzes first whether corporate reputation and retail store equity have a reciprocal relationship in determining store loyalty. Second, she evaluates whether retail brand equity or store accessibility provides a greater contribution to store loyalty across different local competitive situations. Third, she investigates whether perceptions of format specific core attributes differ in their impact on the brand building process in saturated and emerging markets. Contents n Managing Retail Brands Across Different Consumer Perception Levels n Reciprocal Effects of the

Corporate Reputation and Store Equity of Retailers n Managing Retail Brands in the Light of Different Local Competitive Contexts
 n Importance of Retail Brand Equity and Store Accessibility for Store Loyalty in Local Competition n Managing Retail Brands Within Different Retail Formats in an International Context n A Comparison Study in Germany and Romania on the International Transfer and Perception of Retail Formats Target Groups · Researchers and students in the fields of management and economics focusing on marketing and retailing · Business practitioners focusing on managing retail brands The Author Dr. Bettina Berg received her doctor's degree from the University of Trier (FB IV), where she worked at the chair for Marketing and Retailing of Prof. Dr. Prof. h.c. Bernhard Swoboda. The Editors: The series Handel und Internationales Marketing/Series Retailing and International Marketing is edited by Prof. Dr. Bernhard Swoboda and Prof. Dr. Thomas Foscht.

2. Record Nr.	UNINA9910965694003321
Autore	Kinley Nik
Titolo	Changing Employee Behavior : A Practical Guide for Managers // by Nik Kinley, Shlomo Ben-Hur
Pubbl/distr/stampa	London : , : Palgrave Macmillan UK : , : Imprint : Palgrave Macmillan, , 2015
ISBN	1-349-49684-7
Edizione	[1st ed. 2015.]
Descrizione fisica	1 online resource (255 p.)
Disciplina	658.3/14
Soggetti	Strategic planning Leadership Management Industrial organization Communication in organizations Experimental economics Personal coaching Business Strategy and Leadership Organization Corporate Communication Experimental Economics Coaching

Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Cover; Contents; List of Figures; Acknowledgments; About the Authors; Chapter 1: How to Help Change Happen; Chapter 2: Four Ways to Think about Change; Chapter 3: Intrinsic Motivation: The Science of Commitment; Chapter 4: Extrinsic Motivation: Using Reward and Punishment; Chapter 5: Ability; Chapter 6: Psychological Capital: Believing You Can Succeed; Chapter 7: Psychological Capital: Willpower and Resilience; Chapter 8: How to Build, Break, and Change Habits; Chapter 9: Gamification; Chapter 10: Nudging; Chapter 11: Becoming an Architect of Change; Appendix 1: Key Questions to Ask Yourself Appendix 2: MAPS Profiler Tool Appendix 3: MAPS Profiler Graph; Endnotes; Index
Sommario/riassunto	An important part of every manager's job is changing people's behavior: to improve someone's performance, get them to better manage relationships with colleagues, or to stop them doing something. Yet, despite the fact that changing people's behavior is such an important skill for managers, too many are unsure how to actually go about it. This book reveals the simple, but powerful techniques for changing behavior that experts from a range of disciplines have been using for years, making them available to all managers in a single and comprehensive toolkit for change that managers can use to drive and improve the performance of their staff. Based on research conducted for this book, it introduces practical techniques drawn from the fields of psychology, psychotherapy, and behavioral economics, and show how they can be applied to address some of the most common, every-day challenges that managers face. #changingpeople.