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Altri autori (Persone)	DennisCharles
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Nota di contenuto	Cover; CONTENTS 6; EDITORIAL ADVISORY BOARD; Guest editorial; An integrative framework capturing experiential and utilitarian shopping experience; A commentary on social and experiential (e-)retailing and (e-)shopping deserts; Planning for health: generation, regeneration and food in Sandwell; Shopping for pleasure? Shopping experiences of Hungarian consumers; The shopping experience of female fashion leaders; Hedonic usage of product virtualization technologies in online apparel shopping; Consumers online: intentions, orientations and segmentation; CONTENTS 7; Guest editorial The Body Shop and the role of design in retail brandingCorporate brand image, satisfaction and store loyalty; Specialty retail center's impact on downtown shopping, dining, and entertainment; Shopping motivation revised: a means-end chain analytical perspective; Personal privacy as a positive experience of shopping; Surveying the use of sound in online stores
Sommario/riassunto	The articles in this two-part e-book disseminate findings that provide insights into how the (e-)retail sector is responding (or should respond) to the challenges of social and experiential retailing. In the second part, some of the more applied aspects of social and experiential retailing are

addressed, through authors' discussion of branding and corporate values, the Swedish corporate retail image, festival markets, shopping motivation, online shopping privacy, and the use of sound in e-retail stores.
