

1. Record Nr.	UNINA9910460376503321
Autore	Barnett Paul
Titolo	Shopper marketing : a how-to business story / / Paul Barnett
Pubbl/distr/stampa	New York, New York (222 East 46th Street, New York, NY 10017) : , : Business Expert Press, , 2016
ISBN	1-63157-358-6
Edizione	[First edition.]
Descrizione fisica	1 online resource (xiv, 261 pages) : illustrations
Collana	Consumer behavior collection, , 2163-937X
Disciplina	658.8
Soggetti	Marketing Consumer behavior Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references (pages 233-254) and index.
Sommario/riassunto	The book outlines a practical approach to shopper marketing in order to grow both revenue and brand equity. A story runs through the book in the first part of each chapter, so that it is easier to connect the theory and tools in the second part of each chapter, with a real-world scenario. The book follows the story of the Big Beverage Company, who receive a call from their biggest customer one afternoon asking for their help in getting the coffee category growing again. This sets the Big Beverage Company and their management team on a journey from being a brand-focused business, to one that understands how a broader emphasis on the category and its shoppers can lead to greater growth for themselves and their retail partners. The book contains over 300 industry and academic references as well as numerous examples from the author's own experience.

2. Record Nr.	UNISA996384308003316
Autore	Johnstoun Arthur <1587-1641.>
Titolo	Epigrammata Arturi Ionstoni Scoti, medici Regii [[electronic resource]]
Pubbl/distr/stampa	Abredoniæ, : Excudebat Edvardus Rabanus. Cum privilegio, 1632
Descrizione fisica	46, [2] p
Soggetti	Epigrams, Latin
Lingua di pubblicazione	Latino
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	In verse. The last leaf is blank. Often found bound with STC 14714. Reproduction of the original in the British Library.
Sommario/riassunto	eebo-0018