

1. Record Nr.	UNINA9910462174403321
Autore	Johnson Nuala
Titolo	A Companion to Cultural Geography [[electronic resource]]
Pubbl/distr/stampa	Hoboken, : Wiley, 2008
Edizione	[1st ed.]
Descrizione fisica	1 online resource (546 p.)
Collana	Blackwell companions to geography
Altri autori (Persone)	DuncanJames ScheinRichard
Disciplina	304.2
Soggetti	Human geography Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	A Companion to Cultural Geography; Contents; Notes on Contributors; List of Figures and Tables; 1 Introduction; Part I Introducing Cultural Geographies; 2 Cultural Traditions; 3 Cultural Turns; 4 A Critique of the Cultural Turn; Part II Theoretical Intersections; 5 Historical Materialism and Marxism; 6 Feminisms; 7 Poststructuralism; 8 Psychoanalytic Approaches; 9 Performance and Performativity: A Geography of Unknown Lands; Part III Nature/Culture; 10 Cultures of Science; 11 Nature and Culture: On the Career of a False Problem; 12 Cultural Ecology; 13 Environmental History 14 Ethics and the Human EnvironmentPart IV Culture And Identity; 15 Nationalism; 16 Critical 'Race' Approaches to Cultural Geography; 17 Social Class; 18 Sexuality; 19 The Body; 20 Consumption; 21 Public Memory; Part V Landscapes; 22 Economic Landscapes; 23 Political Landscapes; 24 Religious Landscapes; 25 Landscapes of Home; 26 Landscapes of Childhood and Youth; 27 Landscape in Film; 28 Landscape and Art; Part VI Colonial and Postcolonial Geographies; 29 Imperial Geographies; 30 Postcolonial Geographies; 31 Diaspora; 32 Transnationalism; Index
Sommario/riassunto	A Companion to Cultural Geography brings together original contributions from 35 distinguished international scholars to provide a critical overview of this dynamic and influential field of study. Provides accessible overviews of key themes, debates and controversies from a

variety of historical and theoretical vantage points Charts significant changes in cultural geography in the twentieth century as well as the principal approaches that currently animate work in the field A valuable resource not just for geographers but also those working in allied fields who wish to

2. Record Nr.	UNISA996339129503316
Autore	Parment Anders <1972->
Titolo	Auto brand : building successful car brands for the future / / Anders Parment
Pubbl/distr/stampa	London : , : Kogan Page Limited, , 2014
ISBN	0-7494-6930-7
Descrizione fisica	1 online resource (264 p.)
Disciplina	629.222068/8
Soggetti	Automobiles - Marketing Automobile industry and trade
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 and index.
Nota di contenuto	Contents; Preface; Introduction; 01 The car - fashion item or out of fashion?; How the car lost its advantage - emotional and functional rationales; Changes in societal values and the role of the car; The emergence of branded society; Aestheticization; Aestheticization of marketing channels: an extension of car makers' corporate identity programmes; Generational differences and the paradox of car image; 02 Competition, market structure and global challenges; Herd behaviour: car makers apply similar strategies; Being proactive - a sign of competitive and sustainable strategies Marketing intelligence and driving markets Transparency; Business overlap - competition gets tougher; Balancing traditional and emerging countries; 03 Marketing channels; Dealers will be necessary for the foreseeable future; Tensions between car makers, their national sales companies and dealers; Dealer control and channel power balance; Manufacturer-owned or franchised dealers?; Solus, dual or multi-franchising?; Competition from unauthorized actors; Model range

expansion and complexity; Push and pull: a key indicator of industry health?; 04 Car buyer behaviour  
Buyers being less loyal - driving forces and effectsThe shifting power balance between companies and buyers; Car buyer preferences; Country differences; 05 Car cultures; The car as a cultural expression - a global phenomenon; History of car culture; The car and other means of transport; Differences across countries; 06 Automobile brands; Auto brands are very valuable; The foundation of strong brands; Strong and weak auto brands; Weak brands - characteristics and implications; Stuck in the middle - brands with premium aspirations; How to deal with weak auto brands  
Brands with a broader purpose give brand extension opportunitiesBMW; Mercedes-Benz; The Volkswagen Group; Porsche; General Motors; Volvo; Jaguar and Range Rover; Hyundai and Kia; Ford; Premium aspiration brands - a difficult position; The future of premium brands; Where has Mondeo Man gone? Premium brands going mass market; Beyond premium brands? Emerging values and consumer attitudes; The auto brand portfolio; 07 Sustainable business models; Sustainability - an absolute requirement in the future; Avoid focusing too much on customer satisfaction; Successful marketing communications  
One-stop shopping - a competitive advantage in transparent markets? Small-scale or large-scale advantages; Successful dealer business models; The car industry: a great place to work?; Translating good ideas into action: a difficult path; 08 The car in the future; Mobility in the future: sustainable and individual mobility; The self-driving car; Alternative fuels; Future purchase criteria - the broader picture; References; Index

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#### Sommario/riassunto

The car - once everybody's dream and a key status symbol in most countries and cultures - has been extensively questioned in the last decades and in the last few years particularly. Urbanisation, traffic congestion, pollution problems, heavy reliance on scarce oil supplies, safety issues and ever-growing competition, have all provided significant business challenges for the automobile industry. Many car manufacturers have had to fundamentally rethink their design, brand and marketing strategies to thrive in a savvy, consumer-led culture, and markets that are becoming increasingly restrictive i

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