

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 pointsCharts significant changes in cultural geography in the twentieth century as well as the principal approaches that currently animate work in the fieldA 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 marketsTransparency; 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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