

1.	Record Nr.	UNINA9910481682103321
	Autore	Castellani Castellano <1461-1519?.>
	Titolo	La rapresentatione di santo Venantio martire di Iesu Christo. Composta per messer Castellano Castellani [[electronic resource]]
	Pubbl/distr/stampa	Italy, : [s.n.], 1555
	Descrizione fisica	Online resource ([10] c., 4°)
	Altri autori (Persone)	Giunta Press
	Lingua di pubblicazione	Italiano
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
	Note generali	Reproduction of original in Biblioteca Nazionale Centrale di Firenze.
2.	Record Nr.	UNINA9910782445203321
	Autore	Velayudhan Sanal Kumar <1955->
	Titolo	Rural marketing [[electronic resource]] : targeting the non-urban consumer / / Sanal Kumar Velayudhan
	Pubbl/distr/stampa	Los Angeles ; ; London, : Response, 2007
	ISBN	93-5150-001-2 1-281-96541-3 9786611965419 81-7829-975-5
	Edizione	[2nd ed.]
	Descrizione fisica	1 online resource (251 p.)
	Disciplina	658.800954/091734 658.8700954091734
	Soggetti	Marketing - India Consumer behavior - India India Rural conditions
	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 (p. [242]-249).

Nota di contenuto

Cover; Contents; Preface to the Second Edition; Preface to the First Edition; Rural Marketing; Profile of the Rural Market; Rural Consumer; Researching Rural Markets; Value Offering; Communicating in the Rural Market Landscape; Communication; Operationalising Communication Strategy; Retailer as a Route to the Rural Market; Haats, Melas and Mobile Traders; Access the Rural Consumer; A Competitive Strategy for Rural Markets; Appendix; Bibliography; About the Author

Sommario/riassunto

This highly practical and informative book provides unique insights into the essential features of rural markets in India as well as challenges posed by the rural consumer. Retaining the managerial perspective of the first edition, this second edition has been thoroughly revised and expanded, and examines in greater detail the concept of rural markets and rural marketing. It also contains numerous short cases to illustrate how social and cultural habits influence rural consumer behaviour. The book contains comprehensive insights into: - The nature and patterns of rural behaviour. - A deta
