

1. Record Nr.	UNINA9910554202703321
Autore	Berger-Grabner Doris
Titolo	Strategic Retail Management and Brand Management : Trends, Tactics, and Examples
Pubbl/distr/stampa	Berlin/München/Boston : , : Walter de Gruyter GmbH, , 2021 ©2021
ISBN	3-11-054382-6
Descrizione fisica	1 online resource (456 pages)
Collana	De Gruyter Studium
Disciplina	658.87
Soggetti	BUSINESS & ECONOMICS / Sales & Selling / Management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Frontmatter -- Preface -- Contents -- Part One: Strategic retail management -- An overview of strategic retail management -- 1 Strategic retail management -- 2 Marketing mix in retailing -- 3 E-commerce, E-tailing, and digitalization -- Part Two: Brand management -- An overview of Brand Management -- 4 Strategic brand management -- 5 Branding decisions -- 6 Brand communication -- 7 Branding and digitalization -- List of References -- List of Figures -- List of Tables -- Index
Sommario/riassunto	In this book a comprehensive coverage of major retailing topics and contemporary issues in retailing and branding is given, including many cases and practical examples. Besides introducing the topic strategic planning in retailing and fundamentals in the fields of the marketing mix in retailing, this book builds on e-tailing and digitalization. Moreover, trends and developments in consumer behavior and consumers' purchase decisions, especially in the fast moving consumer goods market, are explained. Furthermore, this book builds on the major topic strategic brand management and branding decisions in general and in particular within the retail landscape. The retail industry and associated business models have gone through a significant phase of disruption. The rapid emergence of new technologies, digital business models and the evolution of social media platforms as a new sales channel continue to influence the sector. Key contextual or external trends will affect and shape the retail landscape

in the years to come. Therefore, it seems important to prepare for this situation and be ready with a head start in terms of knowledge. This textbook provides its readers basic knowledge about the national and international retail sector and gives important insights into trends and developments. It deals with key trends, in particular new patterns of personal consumption, evolving geopolitical dynamics, technological advancements and structural industry shifts. Moreover, it explains why it is so important that retailers use these trends, adapt their retail strategies and tactics, create strong brands and come up with innovative, new ways of doing business. Today we are living in a challenging time for retail. This textbook tries to give insights and explanations to better understand these challenges and provide managerial implications.

---