

1. Record Nr.	UNINA9910457649203321
Autore	Tanny Jarrod
Titolo	City of rogues and schnorrers [[electronic resource]] : Russia's Jews and the myth of old Odessa / / Jarrod Tanny
Pubbl/distr/stampa	Bloomington, : Indiana University Press, c2011
ISBN	1-280-12423-7 9786613528094 0-253-00138-2
Descrizione fisica	1 online resource (288 p.)
Disciplina	947.7/2
Soggetti	Jews - Ukraine - Odesa - History Jewish criminals - Ukraine - Odesa Cultural pluralism - Ukraine - Odesa - History Electronic books. Odesa (Ukraine) Social conditions Odesa (Ukraine) Ethnic relations Odesa (Ukraine) In literature
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. [237]-258) and index.
Nota di contenuto	The birth of old Odessa -- Crafting old Odessa -- The battle for old Odessa -- Revival and survival -- Rewriting old Odessa's mythical past.
Sommario/riassunto	Old Odessa, on the Black Sea, gained notoriety as a legendary city of Jewish gangsters and swindlers, a frontier boomtown mythologized for the adventurers, criminals, and merry-makers who flocked there to seek easy wealth and lead lives of debauchery and excess. Odessa is also famed for the brand of Jewish humor brought there in the 19th century from the shtetls of Eastern Europe and that flourished throughout Soviet times. From a broad historical perspective, Jarrod Tanny examines the hybrid Judeo-Russian culture that emerged in Odessa in the 19th century and persisted through the Soviet er

2. Record Nr.	UNINA9910782426403321
Titolo	Flagship marketing [[electronic resource] /] / edited by Tony Kent and Reva Brown
Pubbl/distr/stampa	Abingdon, Oxon ; ; New York, NY, : Routledge, 2008
ISBN	1-134-07669-X 1-281-90131-8 9786611901318 0-203-88708-5
Descrizione fisica	1 online resource (241 p.)
Collana	Routledge Advances in Management and Business Studies ; ; v.v. 39
Altri autori (Persone)	KentTony (A. E.) BrownReva Berman <1939->
Disciplina	658.8/2 658.82
Soggetti	Flagship stores - Marketing Branding (Marketing) Place marketing
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	Book Cover; Title; Copyright; Contents; Figures; Tables; Contributors; Preface; Acknowledgements; Introduction; 1 Concepts of flagships; 2 A classification approach to flagship stores; 3 Emotion and identity in flagship luxury design; 4 Virtual flagships and sociable media; 5 The flagship store: The luxury fashion retailing perspective; 6 Flagship shopping centres; 7 'From dome to dome': Exploring cultural flagships and their contribution to achieving regeneration goals; 8 A cultural quarter flagship: The MuseumsQuartier, Vienna 9 The department store: The metropolitan flagship in national networks of fashion consumption10 Wynn Las Vegas: A flagship destination resort; 11 High-end 'factory outlets': New showcases of German carmakers; 12 What is a flagship supermarket?: An analysis of supermarket flagships in a historical context; 13 Virtual flagships; Afterword; References; Index
Sommario/riassunto	Flagships are the physical apogee of consumerism, places where brand experiences are most defined and interactions with consumers are

highly refined. This book marks the first comprehensive study of the concept of the flagship, bringing together a range of scholarly insights from the field, covering issues such as consumerism, areas of consumption and experimental marketing theory and practise. The ways in which flagship projects communicate brand values, both externally and internally, form an important part of this book, and provide new perspectives on late twentieth century commercial an
