Record Nr.	UNINA9910783056903321
Titolo	Merchandising cases from the 7th international European association for education and research in commercial distribution conference [[electronic resource] /] / guest editor, Adelina Broadbridge
Pubbl/distr/stampa	Bradford, England, : Emerald Group Publishing, c2002
ISBN	1-280-51120-6 9786610511204 1-84544-497-3
Descrizione fisica	1 online resource (44 p.)
Collana	International journal of retail & distribution management ; ; v.31, no. 3
Altri autori (Persone)	BroadbridgeA (Adelina)
Disciplina	658.83
Soggetti	Physical distribution of goods - Management Retail trade - Management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	Preliminaries; Contents; Editorial; 2D23D: Management and design perspectives on retail branding; Visual merchandising and the creation of discernible retail brands; Interviews of deshopping behaviour: an analysis of theory of planned behaviour; Books; Abstracts; Note from the publisher;
Sommario/riassunto	This issue of Retail Insights is devoted to casesfrom the 7th International EuropeanAssociation for Education and Research inCommercial Distribution (EAERCD)conference which was hosted by theUniversity of Gloucestershire Business Schoolin Cheltenham, England in July 2002 (Website - http://online.