

1.	Record Nr.	UNINA9910467443603321
	Autore	Henry Erwan
	Titolo	Business cultures around the world : a practical guide // Erwan Henry
	Pubbl/distr/stampa	Fontaine, France : , : Presses Universitaires de Grenoble, , 2019
	ISBN	2-7061-4294-4
	Descrizione fisica	1 online resource (167 pages) : illustrations, maps
	Disciplina	395.52
	Soggetti	Business etiquette Electronic books.
	Lingua di pubblicazione	Inglese
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
2.	Record Nr.	UNINA9910783210903321
	Titolo	International retailing [[electronic resource] /] / Editor Professor John Fernie
	Pubbl/distr/stampa	Bradford, England, : Emerald Group Publishing, c2005
	ISBN	1-280-50841-8 9786610508419 1-84544-250-4
	Descrizione fisica	1 online resource (97 p.)
	Collana	International journal of retail & distribution management incorporating retail insights ; ; v.33, no. 1
	Altri autori (Persone)	FernieJohn
	Disciplina	725 725.21
	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

CONTENTS; EDITORIAL ADVISORY BOARD; Editorial; International retail divestment activity; Retail multinational learning: a case study of Tesco; Auchan's entry into Russia: prospects and research implications; Explaining retail offer adaptation through psychic distance; Cuban retailing: from a centrally planned to a mixed dual system; Note from the publisher

Sommario/riassunto

Illustrates how current use of Quality Function Deployment (QFD) continues to stretch the bounds of applications and techniques. The 'Best Practice' elements of each of the highlighted QFD applications are the elements that contribute to the flexibility and success of this tool.