

1. Record Nr.	UNINA9910453786703321
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 Electronic books.
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

2. Record Nr.

UNISALENTO991003869409707536

Autore

Grieder, Josephine

Titolo

Anglomania in France : 1740-1789 : fact, fiction, and political discourse / Josephine Grieder

Pubbl/distr/stampa

Geneve : Droz, 1985

Descrizione fisica

XII, 176 p. ; 23 cm

Collana

Histoire des idées et critique littéraire ; 230

Disciplina

001.1094

Soggetti

Letteratura francese - Storia - Studi critici
Letteratura inglese
Politica e letteratura - Francia
Francia Vita intellettuale Sec. 18.

Lingua di pubblicazione

Inglese

Formato

Materiale a stampa

Livello bibliografico

Monografia

3. Record Nr.	UNINA9910783543703321
Titolo	Implementing and managing APPC protected conversations [[electronic resource]] / [Paola Bari ... et al.]
Pubbl/distr/stampa	San Jose, CA, : IBM, International Support Organization, c2005
Edizione	[1st ed.]
Descrizione fisica	xii, 168 p. : ill
Collana	IBM redbooks
Altri autori (Persone)	BariPaola
Disciplina	004.6/5
Soggetti	Peer-to-peer architecture (Computer networks) Systems programming (Computer science) Electronic data processing - Distributed processing
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	"February 2005." "SG24-6486-00."
Nota di bibliografia	Includes bibliographical references and index.
Sommario/riassunto	APPC Protected Conversation is a function provided by the operating system to exploiters running on z/OS. This function improves data integrity in distributed processing environments by enabling participation in the two-phase commit protocol. This IBM Redbooks publication provides system programmers with a solid understanding of the APPC Protected Conversation environment. It describes how to upgrade your environment to support protected conversations, how to configure protected conversation exploiters, how to operate in this environment, and how to manage resources. Sample scenarios illustrate how transactions are executed in a protected conversation environment, and how they fail. Design considerations for avoiding failures are also included, as well as a discussion of tools and utilities for monitoring and tuning your APPC environment. Detailed installation definitions are provided for protected conversation exploiters (IMS, CICS and DB2). Please note that the additional material referenced in the text is not available from IBM.