

1. Record Nr.	UNINA9910798041703321
Autore	Barnett Paul
Titolo	Shopper marketing : a how-to business story // Paul Barnett
Pubbl/distr/stampa	New York, New York (222 East 46th Street, New York, NY 10017) : , : Business Expert Press, , 2016
ISBN	1-63157-358-6
Edizione	[First edition.]
Descrizione fisica	1 online resource (xiv, 261 pages) : illustrations
Collana	Consumer behavior collection, , 2163-937X
Disciplina	658.8
Soggetti	Marketing Consumer behavior
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references (pages 233-254) and index.
Sommario/riassunto	The book outlines a practical approach to shopper marketing in order to grow both revenue and brand equity. A story runs through the book in the first part of each chapter, so that it is easier to connect the theory and tools in the second part of each chapter, with a real-world scenario. The book follows the story of the Big Beverage Company, who receive a call from their biggest customer one afternoon asking for their help in getting the coffee category growing again. This sets the Big Beverage Company and their management team on a journey from being a brand-focused business, to one that understands how a broader emphasis on the category and its shoppers can lead to greater growth for themselves and their retail partners. The book contains over 300 industry and academic references as well as numerous examples from the author's own experience.

2. Record Nr.	UNINA9910345991403321
Autore	Fischer Thomas (Thomas Martin), <1963->
Titolo	Experimentalphysik : Mechanik // Thomas Fischer
Pubbl/distr/stampa	De Gruyter, 2018 Berlin ; ; Boston : , : De Gruyter, , [2018] ©2018
ISBN	3-11-060228-8
Descrizione fisica	1 online resource (318 p.)
Collana	De Gruyter Studium
Disciplina	531
Soggetti	Mechanics Mechanik SCIENCE / Mechanics / General
Lingua di pubblicazione	Tedesco
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	Frontmatter -- Vorwort -- Inhalt -- 1.Das Weltbild Der Modernen Physik -- 2. Punktmechanik -- 3. Schwingungen -- 4. Der Starre Körper -- 5.Der Deformierbare Körper -- 6. Hydrodynamik -- 7. Wellen -- Über Den Autor Und Die Illustratorinnen -- Stichwortverzeichnis
Sommario/riassunto	Mit seinen stetig komplexeren Erläuterungen bildet dieses Werk den steigenden Schwierigkeitsgrad ab, den Studierende während der ersten Semester erleben. Durch zahlreiche Beispiele und künstlerisch sehr ansprechendes Bildmaterial unterstützt der Autor das selbständige und zugleich kreative Hinterfragen von physikalischen Zusammenhängen.