

1. Record Nr.	UNINA9910798990703321
Titolo	Multi-channel marketing, branding and retail design : new challenges and opportunities // edited by Charles McIntyre, T.C. Melewar, Charles Dennis
Pubbl/distr/stampa	Bingley, England : , : Emerald, , 2016 ©2016
ISBN	1-78635-455-1
Edizione	[First edition.]
Descrizione fisica	1 online resource (274 pages) : illustrations
Disciplina	658.788
Soggetti	Marketing Branding (Marketing) Business & Economics - Advertising & Promotion Sales & marketing
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographic references and index.
Nota di contenuto	pt. I. The design process: branding, marketing and customer experience in a multi-channel world -- pt. II. Structural experience in retail design and brand marketing: real world and beyond.
Sommario/riassunto	Recently, many researchers have found that their work crosses the borders of design, branding and marketing. This orientation finds itself in contrast to the generally discipline-delineated world of academic journal publishing where cross-sector studies often find difficulties in acceptance (design-based work in marketing being particularly poorly represented). This unique book focuses upon service design, including retail and multi-channel marketing matters pertinent to the current age where physical contact with consumers has resurfaced as an enduring part of the marketing and branding landscape - complementary to online and virtual worlds. The span of the text goes from what may be regarded as micro-environmental issues of type design and the semiotics of brand meanings towards macro-environmental concerns of city design and ecological threat, all relative to living within any world (and all worlds) that businesses and consumers may co-create or are invited and welcomed to in their own multi-layered experience.

