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Edizione	[1st ed.]
Descrizione fisica	1 online resource (327 p.)
Collana	Geographical information systems series
Altri autori (Persone)	HughesEugene
Disciplina	658.8/04
Soggetti	Target marketing Consumer behavior
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	English translation of: <i>Le geomarketing : methodes et strategies du marketing spatial</i> published by <i>Hermes Science/Lavoisier</i> in 2002.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	pt. 1. Consumer behavior and geographic information -- pt. 2. Retail location and geographic information -- pt. 3. Marketing management and geographic information.
Sommario/riassunto	This title describes the state of the art in all areas of spatial marketing, discussing the various constituents which make up the geography of markets. Demand varies according to location and can be measured according to revenue, the number of households, spending patterns and lifestyles. Supply is also dependent on position, because prices, services, products and available shops rely on location, while the difference between supply and demand is the rationale for the role of the trader. The book also covers the way geographic techniques help to solve marketing problems and contains chapters wr