

1. Record Nr.	UNINA9910493225703321
Titolo	Thinking utopia : steps into other worlds / / edited by Jorn Rusen, Michael Fehr and Thomas W. Rieger
Pubbl/distr/stampa	New York : , : Berghahn Books, , 2005
ISBN	1-84545-304-2 1-57181-440-X 1-78238-202-X
Descrizione fisica	1 recurso en línea (324 páginas)
Collana	Making sense of history
Disciplina	335/.02
Soggetti	Utopias Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	The essays of this volume are based on lectures and talks given at the interdisciplinary conference "Thinking Utopia", March 1-3, 2001, held by the Institute for Advanced Studies in the Humanities at Essen and the Karl Ernst Osthaus-Museum Hagen under the direction of Jorn Rusen and Michael Fehr.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	The necessity of utopian thinking : a cross-national perspective / Lyman Tower Sargent -- Aspects of the Western utopian tradition / Krishan Kumar -- Visions of the future / Michael Thompson -- Utopia, contractualism, human rights / Richard Saage -- On the construction of worlds : technology and economy in European utopias / Wolfgang Pircher -- Bodies in utopia and utopian bodies in imperial China / Dorothy Ko -- Science, technology, and utopia : perspective of a computer-assisted evolution of humankind / Klaus Mainzer -- "Thinking about the unthinkable" : the virtual as a place of utopia / Claus Pias -- Natural utopianism in everyday life practice : an elementary theoretical model / Ulrich Oevermann -- Haunted by things : utopias and their consequences / Donald Preziosi -- Art, museum, utopia : five themes on an epistemological construction site / Michael Fehr -- Art, science, utopia in the early modern period / Wolfgang Braungart -- Utopiary / Rachel Weiss -- The utopian, East and West / Zhang Longxi -- Trauma : a dystopia of the spirit / Michael S. Roth -- From revolutionary to catastrophic utopia / Slavoj Zizek -- The

narrative staging of image and counter-image : on the poetics of literary utopias / Wilhelm Vosskamp -- Rethinking utopia : a plea for a culture of inspiration / Jorn Rusen.

2. Record Nr.	UNINA9910812608003321
Autore	Thain Greg <1954->
Titolo	Store wars : the worldwide battle for mindspace and shelfspace, online and in-store // Greg Thain and John Bradley
Pubbl/distr/stampa	Chichester, West Sussex, U.K., : Wiley, 2012
ISBN	9786613862174 9781119207832 1119207835 9781283549721 1283549727 9781118374245 111837424X 9781118374818 1118374819
Edizione	[2nd ed.]
Descrizione fisica	1 online resource (310 p.)
Altri autori (Persone)	BradleyJohn <1957->
Disciplina	381./1
Soggetti	Retail trade Marketing Consumer goods
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	Shifting of power in the value chain -- Differences between manufacturers and retailers -- The fragility of a marketing orientation -- Retailers and the marketing concept -- The battle for mindspace and shelfspace -- The battle for mindspace -- The battle for shelfspace -- Creating a sustainable retail differential advantage -- Private label -- Trade marketing -- Internationalisation and emerging markets -- E-retailing -- The new order and its challenges.
Sommario/riassunto	The sequel to the highly successful Store Wars: the battle for

mindspace and shelfspace published in 1995. The new edition will retain all the strengths of the old book including a comprehensive and complex approach to the consumer & retail market and the interaction between FMCG retailers and manufacturers. The book will be thoroughly revised and updated and will consist of 4 main parts: A section on leading FMCG companies and brands (such as Coke, P&G, Unilever, Nestle, L'Oreal etc.), their marketing and branding strategies in the western markets (USA, Western Europe: UK, Franc
