

1. Record Nr.	UNINA9910813641903321
Titolo	International retailing / / Editor Professor John Fernie
Pubbl/distr/stampa	Bradford, England, : Emerald Group Publishing, c2005
ISBN	1-280-50841-8 9786610508419 1-84544-250-4
Edizione	[1st ed.]
Descrizione fisica	1 online resource (97 p.)
Collana	International journal of retail & distribution management incorporating retail insights ; ; v.33, no. 1
Altri autori (Persone)	FernieJohn
Disciplina	725 725.21
Soggetti	Physical distribution of goods - Management Retail trade - Management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	CONTENTS; EDITORIAL ADVISORY BOARD; Editorial; International retail divestment activity; Retail multinational learning: a case study of Tesco; Auchan's entry into Russia: prospects and research implications; Explaining retail offer adaptation through psychic distance; Cuban retailing: from a centrally planned to a mixed dual system; Note from the publisher
Sommario/riassunto	Illustrates how current use of Quality Function Deployment (QFD) continues to stretch the bounds of applications and techniques. The 'Best Practice' elements of each of the highlighted QFD applications are the elements that contribute to the flexibility and success of this tool.