

1. Record Nr.	UNINA9910815711403321
Titolo	Retail insights : papers from 8th international conference of the european association for education and research in consumer distribution, July 2004 // Editor Adelina Broadbridge
Pubbl/distr/stampa	Bradford, England, : Emerald Group Publishing, c2005
ISBN	1-280-50909-0 9786610509096 1-84544-336-5
Edizione	[1st ed.]
Descrizione fisica	1 online resource (55 p.)
Collana	International journal of retail & distribution management incorporating retail insights ; ; v.33, no. 7
Altri autori (Persone)	BroadbridgeA (Adelina)
Disciplina	658.87
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; Community pharmacies under pressure - can branding help?; Exploring the connections between visual merchandising and retail branding; The human resource management practice of retail branding; Product and brand
Sommario/riassunto	Welcome to this issue of Retail Insights. This special issue draws on a collection of papers presented at the 8th International Conference of the European Association for Education and Research in Consumer Distribution (EAERCD) in July 2004 and hosted by Tony Kent and his colleagues at the London College of Communication.