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Altri autori (Persone)	SpilleckeDennis
Disciplina	658.8 658.8700688
Soggetti	Branding (Marketing) Brand name products Retail trade Construcció de marca (Màrqueting) Productes de marca Comerç al detall Llibres electrònics
Lingua di pubblicazione	Inglese
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Livello bibliografico	Monografia
Note generali	"Perspectives on consumer industries & retail"--Cover. Includes index.
Nota di contenuto	pt. 1. Building superior retail brands -- pt. 2. Optimizing marketing ROI -- pt. 3. Ten perspectives on retail marketing.
Sommario/riassunto	Retail Marketing and Branding, 2nd Edition looks at how retailers can make more out of their marketing money with retail best practices in branding and marketing spend optimization. The second edition of Retail Marketing and Branding includes the following updates: * New and updated case examples * Updated figures and examples throughout * New interviewees with recent experiences * Additional chapters