

1. Record Nr.	UNINA9910818547503321
Titolo	Merchandising cases from the 7th international European association for education and research in commercial distribution conference // guest editor, Adelina Broadbridge
Pubbl/distr/stampa	Bradford, England, : Emerald Group Publishing, c2002
ISBN	1-280-51120-6 9786610511204 1-84544-497-3
Edizione	[1st ed.]
Descrizione fisica	1 online resource (44 p.)
Collana	International journal of retail & distribution management ; ; v.31, no. 3
Altri autori (Persone)	BroadbridgeA (Adelina)
Disciplina	658.83
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	Preliminaries; Contents; Editorial; 2D23D: Management and design perspectives on retail branding; Visual merchandising and the creation of discernible retail brands; Interviews of deshopping behaviour: an analysis of theory of planned behaviour; Books; Abstracts; Note from the publisher;
Sommario/riassunto	This issue of Retail Insights is devoted to cases from the 7th International European Association for Education and Research in Commercial Distribution (EAERCD) conference which was hosted by the University of Gloucestershire Business School in Cheltenham, England in July 2002 (Website - http://online).