

1. Record Nr.	UNINA9910829192703321
Titolo	Flagship marketing // edited by Tony Kent and Reva Brown
Pubbl/distr/stampa	Abingdon, Oxon ; ; New York, NY, : Routledge, 2008
ISBN	1-134-07669-X 1-281-90131-8 9786611901318 0-203-88708-5
Edizione	[1st ed.]
Descrizione fisica	1 online resource (241 p.)
Collana	Routledge Advances in Management and Business Studies ; ; v.v. 39
Altri autori (Persone)	KentTony (A. E.) BrownReva Berman <1939->
Disciplina	658.8/2 658.82
Soggetti	Flagship stores - Marketing Branding (Marketing) Place marketing
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	Book Cover; Title; Copyright; Contents; Figures; Tables; Contributors; Preface; Acknowledgements; Introduction; 1 Concepts of flagships; 2 A classification approach to flagship stores; 3 Emotion and identity in flagship luxury design; 4 Virtual flagships and sociable media; 5 The flagship store: The luxury fashion retailing perspective; 6 Flagship shopping centres; 7 'From dome to dome': Exploring cultural flagships and their contribution to achieving regeneration goals; 8 A cultural quarter flagship: The MuseumsQuartier, Vienna 9 The department store: The metropolitan flagship in national networks of fashion consumption 10 Wynn Las Vegas: A flagship destination resort; 11 High-end 'factory outlets': New showcases of German carmakers; 12 What is a flagship supermarket?: An analysis of supermarket flagships in a historical context; 13 Virtual flagships; Afterword; References; Index
Sommario/riassunto	Flagships are the physical apogee of consumerism, places where brand experiences are most defined and interactions with consumers are

highly refined. This book marks the first comprehensive study of the concept of the flagship, bringing together a range of scholarly insights from the field, covering issues such as consumerism, areas of consumption and experimental marketing theory and practise. The ways in which flagship projects communicate brand values, both externally and internally, form an important part of this book, and provide new perspectives on late twentieth century commercial an
