

1. Record Nr.	UNINA9910712849803321
Autore	Azary Alex
Titolo	Interim report for EPA/EMA cooperative test program / / by Alex Azary
Pubbl/distr/stampa	[Ann Arbor, Mich.] : , : Standards Development and Support Branch, Emission Control Technology Division, Office of Mobile Source Air Pollution Control, Office of Air, Noise and Radiation, U.S. Environmental Protection Agency, , March 1982
Descrizione fisica	1 online resource (10 pages)
Soggetti	Motor vehicles - Motors - Exhaust gas - Measurement Motor vehicles - Motors - Testing Air - Pollution - Research
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	"EPA-AA-SDSB-82-08." "March 1982." Chiefly tables.
Nota di bibliografia	Includes bibliographical references (page 4).

2. Record Nr.	UNINA9910830389703321
Autore	Chevalier Michel
Titolo	Luxury retail and digital management : developing customer experience in a digital world / / Michel Chevalier, Michel Gutsatz
Pubbl/distr/stampa	Solaris South Tower, Singapore : , : Wiley, , [2020] ©2020
ISBN	1-119-54234-0 1-119-54236-7 1-119-54235-9
Edizione	[Second edition.]
Descrizione fisica	1 online resource (xxiv, 359 pages)
Disciplina	658.8
Soggetti	Luxury goods industry - Management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Sommario/riassunto	"Luxury Retail Management, Second Edition, sets focus on the major retailing challenges and customer evolutions luxury brands are facing today: the digitalization and the emergence of the millennials and Chinese luxury consumers. These major changes have been affecting the distribution and communication channels of luxury brands: they now have to think simultaneously physical stores and e-commerce, global marketing and digital marketing. Defining all the tools that are necessary to manage luxury stores -- from the analysis of location and design concept, to the selection, training, and motivation of the staff -- the book covers everything you need to know to enter, expand, understand, and succeed in the world of luxury retail. And while some of the luxury retail rules and models in this book are exclusive to the luxury market, many have lessons for the whole retail sector. Luxury consumers are changing -- they come from all over the world, they are young and they are digital natives. How can luxury brands that have built themselves as pure physical players adapt their business model and practices to address their expectations without abandoning their luxury DNA?"--

