

- | | |
|-------------------------|---|
| 1. Record Nr. | UNISALENTO991003041319707536 |
| Autore | Rolley, Claude |
| Titolo | Les bronzes grecs / Claude Rolley |
| Pubbl/distr/stampa | Fribourg : Office du livre, c1983 |
| ISBN | 2719101850 |
| Descrizione fisica | 270 p. : ill. ; 31 cm |
| Disciplina | 733.3 |
| Soggetti | Bronzi greci |
| Lingua di pubblicazione | Francese |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |
| 2. Record Nr. | UNINA9910959494303321 |
| Autore | Obitz Cornelia |
| Titolo | Supermarket differentiation in the UK : a theoretical and empirical investigation / / Cornelia Obitz |
| Pubbl/distr/stampa | Hamburg, : Diplomica Verlag, 2009 |
| ISBN | 9783836620291
3836620294 |
| Edizione | [1st ed.] |
| Descrizione fisica | 1 online resource (68 p.) |
| Disciplina | 381.45664002573
381/.45664/002573 |
| Soggetti | Supermarkets - Great Britain
Product differentiation |
| Lingua di pubblicazione | Inglese |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |
| Note generali | Title from cover. |
| Nota di bibliografia | Includes bibliographical references. |
| Nota di contenuto | Supermarket differentiation in the UK; TABLE OF CONTENTS; LIST OF FIGURES; CHAPTER 1 INTRODUCTION; CHAPTER 2 SETTING THE SCENE; |

Sommario/riassunto

This book examines and explains the current situation and problems of supermarket chains in England. Supermarket chains are operating in a profitable market but they are confronted with the problem of high competition and compared to manufacturers they have only few possibilities to differentiate. Especially the importance of differentiation is questioned in this book. It is examined whether differentiation is really essential for gaining competitive advantage. For a comprehensive and substantiated demonstration secondary theoretical data and a study with primary data is used. With
