

1. Record Nr.	UNINA9910968138303321
Autore	Chevalier Michel
Titolo	Luxury retail management : how the world's top brands provide quality product and service support // Michel Chevalier, Michel Gutsatz
Pubbl/distr/stampa	Singapore, : Wiley, 2012
ISBN	9786613446053 9781283446051 1283446057 9780470830284 047083028X
Edizione	[1st ed.]
Descrizione fisica	1 online resource (322 p.)
Altri autori (Persone)	GutsatzMichel
Disciplina	658.87
Soggetti	Luxury goods industry - Management Luxury goods industry - Customer services Brand name products
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	Luxury Retail Management: How the World's Top Brands Provide Quality Product and Service Support; Contents; Introduction; Chapter 1: Luxury and Brand Power; Chapter 2: The Distribution Models of Luxury; Chapter 3: The Different Outlets of Luxury Distribution; Chapter 4: The Internet as a Channel of Distribution; Chapter 5: Luxury Store Location; Chapter 6: Luxury Store Concept and Design; Chapter 7: Luxury Store Economics; Chapter 8: Luxury Retail Pricing; Chapter 9: Customer In-Store Behavior; Chapter 10: The Importance of Stores in Customer Relationship Building Chapter 11: Building Loyalty in Luxury BrandsChapter 12: Advertising and Communication; Chapter 13: The Future of Luxury Brand Retailing; Appendix: Managing a Store Toolbox; Bibliography; About the Authors; Index
Sommario/riassunto	Noted experts offer invaluable insights into the glamorous world of luxury retail Luxury Retail Management is your gold-plated ticket to the glamorous world of luxury retail. 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. Reaching the luxury customer is no longer the domain of the exclusive salon—the global luxury market boom and the pheno

2. Record Nr.	UNINA9910838281703321
Autore	Negrui Adina Letiia
Titolo	Sustainable Approaches and Business Challenges in Times of Crisis : 3rd International Conference on Modern Trends in Business, Hospitality and Tourism, Cluj-Napoca, Romania, May 4-6, 2023 / edited by Adina Letiia Negrui, Monica Maria Coro
Pubbl/distr/stampa	Cham : , : Springer Nature Switzerland : , : Imprint : Springer, , 2024
ISBN	9783031482885 3031482883
Edizione	[1st ed. 2024.]
Descrizione fisica	1 online resource (334 pages)
Collana	Springer Proceedings in Business and Economics, , 2198-7254
Altri autori (Persone)	CoroMonica Maria
Disciplina	338.4791 658
Soggetti	Tourism Management Sustainability Regional economics Space in economics Marketing research Business intelligence Tourism Management Regional and Spatial Economics Market Research and Competitive Intelligence
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Exploring Research Trends in Sustainable Business Models A Bibliometric Analysis -- An Integrated Analysis of Sustainable Tourism

in Sicily (Italy) -- Sustainability Innovation in Tourism A Systematic Literature Review -- A Roadmap for the Postpandemic Aviation Industry -- The Mediating Effect of Destination Image on Intention to Use a Tourism App -- Contactless Tourism in the Post-COVID-19 Era: How Ready Are Greek Tourists -- What Can Affect the Intention to Revisit a Tourism Destination in the Post-pandemic Period Evidence from Southeast Asia -- Amendments to Public Procurement Contracts in Times of Crisis -- New Frontiers in Tourism and Hospitality Research An Exploration of Current Trends and Future Opportunities -- Evolution of Demand for Portuguese Thermal Spas an Exploratory Data Analysis of Administrative Data -- Factors Influencing the Tourists' Length of Stay in Romanian Mountain Areas: Case Study of 4 Hotels in Poiana Brasov Resort -- Are Small Towns Smart Destinations -- The Decentralization of Romanian Tourism through Blockchain and Non-fungible Tokens A Case Study on Stramosi NFTs -- Approaching Certain Fundraising Methods and a Revised Theory of Planned Behavior in an Experimental Framework -- Systematic Reviews and Meta-analyses of Brand Value, Brand Equity, Brand Trust, and Brand Loyalty in Agribusiness -- Two Decades of Municipal Bond Trading at the Bucharest Stock Exchange -- Growing Trends in Adoption of mHealth Apps and Users' Perception of Availing Healthcare Services: A Study in Mumbai City.

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#### Sommario/riassunto

This book discusses current trends, challenges, and opportunities in the fields of business, hospitality, and tourism, particularly in Eastern Europe. Featuring selected papers presented at the second annual Modern Trends in Business Hospitality and Tourism International Conference held in Cluj-Napoca, Romania in 2023, the enclosed chapters explore the global marketing environment discussing the latest technological, economic and social-cultural developments. Featuring theoretical and empirical research and real-life case studies, this book explores topics such as global capital markets and investment financing post COVID-19, sustainable business models, financing alternatives for SMEs, corporate governance, human capital leadership, among others. It is appropriate for academics, researchers, scholars and practitioners in the areas of business, hospitality and tourism.

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