

1. Record Nr.	UNISA996390965003316
Autore	Jesop William
Titolo	A more exact and full relation of many admirable passages, which happened during the whole siege of Lime [[electronic resource]] : VVherein Gods mercy is oftentimes miraculously expressed towards the inhabitants of the said place. As also the manner of relieving of the town of Lyme, by the Right Honourable, Robert Earl of Warwick, Lord high Admirall of England. As it was sent to a speciall friend, by William Iesop, Esq; secretary to his Honour. Also the names and number of such persons as came from Prince Maurice, to the Earle of Warwick. Published according to order
Pubbl/distr/stampa	[London], : Iune 19. Printed for Mathew Walbanke, 1644
Descrizione fisica	[2], 5, [1] p
Soggetti	Lyme Regis (Dorset) Siege, 1644 Early works to 1800 Great Britain History Civil War, 1642-1649 Campaigns Early works to 1800
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Reproduction of the original in the British Library.
Sommario/riassunto	eebo-0018

2. Record Nr.	UNINA9910975092703321
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 consumption10 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
