

1. Record Nr.	UNIORUON00078686
Autore	al-FIRUZABADI, Magid al-Din Muhammad ibn Ya'qub
Titolo	al-Qamus al-muhit / Magid al-Din Muhammmad ibn Ya qub al-Firuzabadi
Pubbl/distr/stampa	Bayrut, : Dar al-Gil, 1952
Descrizione fisica	4 v. ; 24 cm
Disciplina	492.73
Soggetti	Lingua araba - Dizionari
Lingua di pubblicazione	Arabo
Formato	Materiale a stampa
Livello bibliografico	Monografia
2. Record Nr.	UNINA9911020005403321
Autore	Ryans Adrian B. <1945->
Titolo	Beating low cost competition : how premium brands can respond to cut-price rivals beating the competition / / Adrian Ryans
Pubbl/distr/stampa	Chichester, England ; ; Hoboken, NJ, : John Wiley & Sons, c2008
ISBN	9786612349492 9780470687611 0470687614 9781119206507 1119206502 9781282349490 128234949X 9780470745229 0470745223
Descrizione fisica	1 online resource (274 p.)
Disciplina	658.8/27
Soggetti	Product management Price cutting Brand choice Brand name products 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	Beating Low Cost Competition; Contents; Preface; Acknowledgments; CHAPTER 1: The growing challenge from low cost competitors; CHAPTER 2: Why the threat from low cost competition is intensifying; CHAPTER 3: Understanding how low cost competitors play the game; CHAPTER 4: Realistically assessing the threat; CHAPTER 5: Confronting low cost competitors in the price value segment of the market; CHAPTER 6: Avoiding head-to-head competition with low cost competitors by playing a different game; CHAPTER 7: The leadership challenge; CHAPTER 8: An even more challenging future; References; Index
Sommario/riassunto	Low cost competitors, who offer "good enough" products and services at very attractive prices, are currently significantly impacting the businesses of many leading companies, and some are starting to "move up" to challenge the traditional companies in their core markets. It's only a matter of time before most companies will feel the pressure from these aggressive, cut-price competitors. Beating Low Cost Competition offers a step-by-step structured approach to help executives in traditional companies with premium brands think through the options for responding to their low cost rivals a