

1. Record Nr.	UNINA9911123962003321
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Titolo	DiscountCity - uber die Geschichte und Zukunft der Stadt des Einzelhandels
Pubbl/distr/stampa	KIT Scientific Publishing, 2014 Karlsruhe : , : KIT Scientific Publishing, , 2014
ISBN	1000041119
Descrizione fisica	1 online resource (350 p. p.)
Soggetti	Physics
Lingua di pubblicazione	Tedesco
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references.
Sommario/riassunto	Are discount chains responsible for 'sellout' of the classical city? What kind of city do they endorse and what forms of urbanization do they really engender? Can planning practices still intervene to steer the course of urban development? How can concepts of sustainable architecture and urban design be effectively incorporated in the retail sector? This book offers an alternative understanding of the notion of 'DiscountCity' that serves as the basis for future-oriented and collective action.