

1.	Record Nr.	UNISA990000053460203316
	Titolo	Il bilancio di esercizio d'impresa / Paolo Andrei ...[et al.]
	Pubbl/distr/stampa	Milano : Giuffrè, copyr. 2000
	ISBN	88-14-07918-8
	Descrizione fisica	XV, 345 p. ; 24 cm
	Collana	Università degli studi di Parma, Istituto di ricerche aziendali. Manuali ; 1
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	Collocazione	657 BIL 3 (IRA 25 366)
	Lingua di pubblicazione	Italiano
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2.	Record Nr.	UNINA9910298216903321
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	Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Springer, , 2018
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	Edizione	[1st ed. 2018.]
	Descrizione fisica	1 online resource (XIII, 176 p. 14 illus., 6 illus. in color.)
	Collana	Springer Proceedings in Business and Economics, , 2198-7254
	Disciplina	658.8
	Soggetti	Marketing Psychology, Industrial Electronic commerce Retail trade Strategic planning Leadership Work and Organizational Psychology E-Business Trade and Retail Business Strategy and Leadership

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Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Part I: Consumer Behavior -- Part II: Online Context and Digital Transformation -- Part III: Branding -- Part IV: Modelling and Theoretical Research.
Sommario/riassunto	The 2018 International Conference on National Brand & Private Label Marketing is a unique academic forum for presenting and discussing original and significant contributions from researchers around the world on marketing issues facing retailers, store brand managers and national brand managers. The three-day event covered a wide range of topics from varied fields including retailing, marketing, general business, psychology, economics and statistics. Further, it addressed diverse areas of application – such as consumer decision-making, premium private labels, digital transformation, ethical aspects, cultural dimensions, sales promotions, brand equity, private label pricing, and dual branding – using a wide variety of theoretical and methodological approaches. This volume presents the proceedings of this 2018 NB&PL marketing conference in a collection of original and relevant contributions:.