

1. Record Nr.	UNISA990002928900203316
Autore	CARDINE, Vito
Titolo	La Chiesa di S. Andrea Apostolo in Gauro : itinerario storico nella fede di una comunità / Vito Cardine, Luigi Cerino, Narciso D'Alessio
Pubbl/distr/stampa	Salerno : Grafite, stampa 2006
Descrizione fisica	XIV, 158 p. : ill. ; 24 cm.
Altri autori (Persone)	CERINO, Luigi
Disciplina	945.74
Soggetti	Montecorvino Rovella - Chiesa di S. Andrea Apostolo - Storia
Collocazione	XV.1.A. 1246
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	In calce al front.: A.R.C.C. Associazione Ricreativa Cattolica e Culturale di Gauro

2. Record Nr.	UNINA9910464207903321
Autore	Ebster Claus.
Titolo	Store design and visual merchandising : creating store space that encourages buying / / Claus Ebster and Marion Garaus
Pubbl/distr/stampa	New York, New York (222 East 46th Street, New York, NY 10017) : , : Business Expert Press, , 2015
ISBN	1-78539-576-9 1-63157-113-3
Edizione	[Second edition.]
Descrizione fisica	1 online resource (234 p.)
Collana	Consumer behavior collection, , 2163-937X
Disciplina	658.87
Soggetti	Stores, Retail - Design and construction Display of merchandise Electronic books.
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 (pages 203-214) and index.
Nota di contenuto	Introduction. What store design can do for you -- 1. Store layout: understanding and influencing how shoppers navigate your store -- 2. Where am I? Helping shopper orientation in your store -- 3. Store design factors: looking good from store front to store back -- 4. Visual merchandising: capturing customer attention -- 5. Store atmosphere: communicating using the senses -- 6. Experiential store design: make shopping memorable and fun -- 7. A cookbook for best store design: seven recipes -- Notes -- References -- Illustration credits -- Index.
Sommario/riassunto	The careful, creative, and science-driven design of the point of sale has become a crucial success factor for both retailers and service businesses. In the newly revised and expanded edition of this book, the interested reader will find a variety of hands-on suggestions for how to optimize the design of retail stores and service environments to increase customer satisfaction and sales. The focus is on the practical applicability of the concepts discussed, but this accessible book is nevertheless firmly grounded in consumer and psychological research. In this respect, Store Design and Visual Merchandising is uniquely positioned compared with books written by artists, architects, and interior designers, which often lack a solid research foundation, and scholarly articles, which are often inaccessible to the educated yet

nonspecialized reader. In writing this book, the authors had drawn on both the recent research literature on shopper marketing and their own extensive experience in marketing consulting and consumer research. Topics covered include the following: goals and relevance of store design; shopper marketing; design tips derived from environmental psychology; cognitive and affective approaches to store design and visual merchandising; use of ambient factors such as music, colors, and scents; and creation of emotional shopping experiences and theming.
