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|-------------------------|---------------------------------------------------------------|
| 1. Record Nr.           | UNISA990005449100203316                                       |
| Autore                  | LESLIE, James                                                 |
| Titolo                  | International finance and developing countries / James Leslie |
| Pubbl/distr/stampa      | Beirut : Longman York Press, 1987                             |
| Descrizione fisica      | 191 p. ; 22 cm.                                               |
| Collana                 | York business handbooks                                       |
| Disciplina              | 332.042                                                       |
| Soggetti                | Finanza internazionale                                        |
| Collocazione            | 300 332.042 LES                                               |
| Lingua di pubblicazione | Inglese                                                       |
| Formato                 | Materiale a stampa                                            |
| Livello bibliografico   | Monografia                                                    |
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|-------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 2. Record Nr.           | UNINA9910797363903321                                                                                                                                                 |
| Titolo                  | The impact of digital shopping channels on multi-channel marketing and attribution in the changing retail landscape / / guest editor, Associate Professor Kiseol Yang |
| Pubbl/distr/stampa      | [Bradford, England] : , : Emerald, , 2015<br>©2015                                                                                                                    |
| ISBN                    | 1-78560-413-9                                                                                                                                                         |
| Descrizione fisica      | 1 online resource (81 p.)                                                                                                                                             |
| Collana                 | Journal of Research in Interactive Marketing, , 2040-7122 ; ; Volume 9, Issue 2                                                                                       |
| Disciplina              | 658.8342                                                                                                                                                              |
| Soggetti                | Consumer behavior<br>Electronic commerce - Psychological aspects<br>Internet 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 at the end of each chapters.                                                                                                      |

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## Nota di contenuto

Cover; EDITORIAL ADVISORY BOARD; Guest editorial; Is this mobile coupon worth my private information?; Typologies and touchpoints: designing multi-channel digital strategies; The impact of brand experiences on brand resonance in multi-channel fashion retailing; Building customer equity through trust in social networking sites

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## Sommario/riassunto

The studies in this special issue of ""the impact of digital shopping channels on multi-channel marketing and attribution in the changing retail landscape"" put consumers at the center of marketing and attribution and provide implications how retailers can capitalize on digital shopping channels as competitive advantages. The first paper, ""Is this mobile coupon worth my private information? Customer evaluation of acquisition and transaction utility in a mobile coupon shopping context"", by Hyunjoo Im and Young Ha addresses consumer concerns for privacy in using mobile coupons and attempts to u

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