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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 ©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 Electronic commerce - Psychological aspects Internet marketing 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 at the end of each chapters.
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
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

2. Record Nr.	UNISA996383903603316
Autore	Butler Prince
Titolo	A malicious rich man makes acceptable pleasant reasons, and most people, for money, take the rich villain by the hand. ... The humble petition of Prince Butler .. [[electronic resource]]
Pubbl/distr/stampa	[London?, : s.n., 1701?]
Descrizione fisica	1 sheet ([1] p.)
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Prince Butler is a pseudonym -- Cf. Wing. Publication date in Wing = [1700]. A satire on James Butler, Duke of Ormonde. Reproduction of the original in the Harvard University Library.
Sommario/riassunto	eebo-0062