1.	Record Nr.	UNINA9910298474303321
	Titolo	Advances in National Brand and Private Label Marketing : Second International Conference, 2015 / / edited by Francisco J. Martínez-López, Juan Carlos Gázquez-Abad, Raj Sethuraman
	Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Springer, , 2015
	ISBN	3-319-20182-4
	Edizione	[1st ed. 2015.]
	Descrizione fisica	1 online resource (208 p.)
	Collana	Springer Proceedings in Business and Economics, , 2198-7254
	Disciplina	658.827
	Soggetti	Marketing Psychology, Industrial Electronic commerce Strategic planning Leadership Work and Organizational Psychology E-Business Business Strategy and Leadership
	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	Part I: Consumer Behaviour I -- Part II: Strategic Decisions -- Part III: Branding -- Part IV: Market Trends and Theoretical Research -- Part V: Consumer Behaviour II.
	Sommario/riassunto	This book presents the latest research and recent studies in the field of national brand and private label marketing. It covers a wide range of topics, including retailing, marketing, general business, psychology, economics and statistics. It addresses diverse areas of application, such as brand naming and packaging decisions, price elasticity, positioning, branding, consumer motivation, online communities, economic crisis, strategies in growth and mature private labels. The contributions are organized according to the following themes: consumer behaviour, strategic decisions, branding, market trends and theoretical research. The book presents a collection of original, rigorous and relevant contributions from the 2015 National Brands and Private Label

Marketing conference in Barcelona.

2.	Record Nr.	UNINA9910640393903321
Autore	Fingerroos Outi
Titolo	Kulttuurien tutkimuksen menetelmät
Pubbl/distr/stampa	Helsinki, : Finnish Literature Society / SKS, 2022
Descrizione fisica	1 electronic resource (434 p.)
Collana	Tietolipas
Soggetti	Anthropology
	Social & cultural anthropology, ethnography
	Folk art
	Educational: Religious studies: Non-Christian religions
Lingua di pubblicazione	Finlandese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Sommario/riassunto	This collection deals with cultural studies in the humanities and the methods it uses. Its authors include scholars of ethnology, anthropology, folkloristics, digital culture research, and study of religions. Its chapters address topics of discussion and debate in humanistic culture research and indicate what tools are currently being used to study cultural phenomena. Various phases of the research process are covered, including epistemology, research ethics, techniques of data collection and analysis, the writing process of research plans, and the process of writing up the analysis. The book's authors contribute to our knowledge of changes in research paradigms and agendas, scientific philosophies, ethnographic fieldwork, different modes of writing, materiality, reflexivity, observation, researchers' use of the five senses, digital research, audiovisual techniques of observation, and selected textual methodologies. The book is intended as a textbook and methods guide for students in the fields of cultural research, for postdoctoral researchers, and for more senior researchers.

3.

Record Nr.	UNISA996678380703316
Autore	COSIMATO, Donato
Titolo	Il liceo : per la storia di Salerno : 1767-1968 / Donato Cosimato
Pubbl/distr/stampa	[S.l.], : Il Picentino, 1990 (Salerno : Europa)
Descrizione fisica	225 p. ; 24 cm
Collana	Quaderni de Il Picentino
Disciplina	373.45
Soggetti	Scuole medie superiori - Salerno - Storia - 1767-1968
Collocazione	XVI.7.E. 698
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Titolo in copertina: Il liceo di Salerno : due secoli di storia : 1767-1968
	Il Picentino : periodico della società economica della provincia di Salerno