

1. Record Nr.	UNISALENTO991000831289707536
Autore	Born, Max
Titolo	Autobiografia di un fisico / Max Born ; introduzione di Edoardo Amaldi
Pubbl/distr/stampa	Roma : Editori Riuniti, 1980
Descrizione fisica	435 p. ; 22 cm
Collana	Biografie ; 4
Classificazione	53(091) 53(092)
Altri autori (Persone)	Camiz, P. Amaldi, Edoardo
Disciplina	925
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Trad. di Paolo Camiz

2. Record Nr.	UNINA9910254950903321
Autore	Rovai S
Titolo	Luxury the Chinese Way : The Emergence of a New Competitive Scenario // by S. Rovai
Pubbl/distr/stampa	London : , : Palgrave Macmillan UK : , : Imprint : Palgrave Macmillan, , 2016
ISBN	9781137537751 1137537752
Edizione	[1st ed. 2016.]
Descrizione fisica	1 online resource (XIV, 185 p.)
Classificazione	BUS069020BUS087000BUS043000BUS070080BUS069020BUS000000
Disciplina	338.4/7
Soggetti	Marketing International business enterprises Technological innovations Financial services industry International economic relations Retail trade International Business Innovation and Technology Management Financial Services International Economics Trade and Retail
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di bibliografia	Includes bibliographical references and index.
Sommario/riassunto	China's love for luxury is not a phenomenon brought on by the contemporary luxury market, but has been a part of Chinese culture and history for generations. The Chinese luxury industry is again re-emerging along modern cultural and socio-economic contexts, and is taking the market by storm. Luxury the Chinese Way identifies the main strengths and opportunities associated with the Chinese luxury market, explains the influence of 'Chinese characteristics' on its development and mode of operations, and reflects on the challenges associated with diverse consumption orientations. Using references from the fields and

real-life data, this book provides a comprehensive overview on China's innovation in luxury, and is an important contribution to the study of the phenomenon that is the global luxury industry.
