

1. Record Nr.	UNISALENT0991001734479707536
Titolo	Verstehen in professionellen Handlungsfeldern / Arnulf Deppermann ... [et al.]
Pubbl/distr/stampa	Tübingen : Narr, c2010
ISBN	9783823365198
Descrizione fisica	392 p. : ill. ; 23 cm
Collana	Studien zur deutschen Sprache ; 52
Altri autori (Persone)	Deppermann, Arnulfauthor Reitemeier, Ulrich Schmitt, Reinhold Spranz-Fogasy, Thomas
Soggetti	Medicina - Comunicazione Comunicazione orale
Lingua di pubblicazione	Tedesco
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Contiene riferimenti bibliografici

2. Record Nr.	UNINA9910817894303321
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
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.
