

Il Manuale Del Retailing Strumenti E Tecniche Di Gestione Del Business Retail

This book arises from a three-year comparative research program concerning co-operative enterprises in Australia and Italy. The book explores the historical development, legal framework and the peak organisations of co-operatives in the two countries. Specific comparative chapters focus on consumer, credit, and worker-producer co-operatives. The book deepens the analysis of co-operatives by containing chapters that examine specific theoretical and empirical issues such as the theory of co-operative firms as collective entrepreneurial action. Monographic chapters include more in depth analysis of specific typologies of co-operatives, such as social and community oriented co-operatives, some of which were created to contrast organized crime in Southern Italy. The book concludes with an assessment of the implications of the project for public policy.

Understand the importance of bringing the power of digital and the omnichannel experience to everyday shopping, and learn how to deliver an instant, profitable, bricks and mortar retail solution.

Archaeologists and anthropologists have long studied artifacts of refuse from the distant past as a portal into ancient civilizations, but examining what we throw away today tells a story in real time and becomes an important and useful tool for academic study. Trash is studied by behavioral scientists who use data compiled from the exploration of dumpsters to better understand our modern society and culture. Why does the average American household send 470 pounds of uneaten food to the garbage can on an annual basis? How do different societies around the world cope with their garbage in these troubled environmental times? How does our trash give insight into our attitudes about gender, class, religion, and art? The Encyclopedia of Consumption and Waste explores the topic across multiple disciplines within the social sciences and ranges further to include business, consumerism, environmentalism, and marketing to comprise an outstanding reference for academic and public libraries.

This book provides an overview of the application of Corporate Social Responsibility in businesses and corporations around the world. Primarily based on real cases, it focuses on different approaches to CSR from a global perspective. It provides a critique of the "wrong" practices often employed even by multinational organizations, and highlights the resultant negative effects. On the other hand the book demonstrates good examples that can help multinationals or even entire countries to achieve both a better reputation and increased profitability. "CSR in the Global Business World" is a rich resource of illustrative cases, serving both as a basis for ongoing research as well as for teaching purposes at the business school level.

Marketing Performance Measurement in FMCG. Share of Wallet in Retailing Industry

How to Turn Creativity Into a Powerful Business Advantage

Monografie

The semantics of a-literate and proto-literate media (seals, potmarks, mason's marks, seal-impressed pottery, ideograms and logograms, and related systems)

The Force of an Artisanal System in an Industrialised World

L'integrazione dei sistemi informativi a supporto delle decisioni aziendali

Examines how information technologies are affecting jobs, skills, wages, and the economy. This book describes ongoing developments in social media within the tourism and hospitality sector, highlighting impacts on both the demand and the supply side. It offers a combination of theory and practice, with discussion of real-life business experiences. The book is divided into three parts, the first of which provides an overview of recent trends in

social media and user-generated content, clarifies concepts that are often used in an overlapping way and examines the “digitization of word of mouth” via online networks. The second part analyzes the impacts that social media can have on traveler behavior for each step in the travel process and also on suppliers, highlighting opportunities, threats and strategies. In the third part of the book, future potential trends deriving from the mobile marketing technologies are explored and possible methods for social monitoring by means of key performance indicators are examined. It is considered how engaging customers and prospects by means of social media might increase customer loyalty, foster electronic word-of-mouth communication, and consequently have important effects on corporate sales and revenues. The discussion encompasses methods to measure company performance on each of the social media in order to understand the optimal mix that will support and improve business strategies.

“A clear and crisply written account of machine intelligence, big data and the sharing economy. But McAfee and Brynjolfsson also wisely acknowledge the limitations of their futurology and avoid over-simplification.” —Financial Times In The Second Machine Age, Andrew McAfee and Erik Brynjolfsson predicted some of the far-reaching effects of digital technologies on our lives and businesses. Now they’ve written a guide to help readers make the most of our collective future. Machine | Platform | Crowd outlines the opportunities and challenges inherent in the science fiction technologies that have come to life in recent years, like self-driving cars and 3D printers, online platforms for renting outfits and scheduling workouts, or crowd-sourced medical research and financial instruments.

In recent years, a growing emphasis has been placed on tourism experiences and attractions related to food. In many cases eating out while on holiday includes the 'consumption' of a local heritage, comparable to what is experienced when visiting historical sites and museums. Despite this increasing attention, however, systematic research on the subject has been nearly absent. Tourism and Gastronomy addresses this by drawing together a group of international experts in order to develop a better understanding of the role, development and future of gastronomy and culinary heritage in tourism. Students and researchers in the areas of tourism, heritage, hospitality, hotel management and catering will find this book an extremely valuable source of information. Il manuale del retailing. Strumenti e tecniche di gestione del business retail

The Last Mile

Bibliografia nazionale italiana

Services Marketing and Management

Key Performance Indicator for Retail. the Story Behind the Figures

Cooperative Enterprises in Australia and Italy

L'applicazione dei programmi informatici in ambito aziendale

The retail industry is facing unprecedented challenges. Across all sectors and markets, retailers are shifting their business models and customer engagement strategies to ensure their survival. The rise of online shopping, and its primary player, Amazon, is at the heart of many of these changes and opportunities. Amazon explores the e-commerce giant's strategies, providing original insight at a time when the company is on the cusp of revolutionizing itself even further. Amazon's relentless dissatisfaction with the status quo is what makes it such an extraordinary retailer. This book explores whether Amazon has what it takes to become a credible grocery retailer, and as it transitions to bricks and mortar retailing, explores whether Amazon's stores can be as compelling as its online offering and if

innovations such as voice technology, checkout-free stores and its Prime ecosystem will fundamentally change the way consumers shop. Written by industry leading retail analysts who have spent decades providing research-based analysis and opinion, Amazon analyzes the impact these initiatives will have on the wider retail sector and the lessons that can be learned from its unprecedented rise to dominance, as stores of the future become less about transactions and more about experiences. **Fashion Retail Supply Chain Management: A Systems Optimization Approach** is a comprehensive reference source that provides the state-of-the-art findings on many important emerging research issues related to retail supply chain management and optimization problems. The book takes an explicit systems approach, and discusses retailed fashion supply ch

This book illustrates the complexity and variety of victualling systems in early modern Italy. For a long time, the historiography of urban provisioning systems in late medieval and early modern times featured a conceptual opposition between victualling administration and the market. In this book, on the contrary, the term 'victualling system' (sistema annonario) is employed according to its historical meaning, designating an organised set of public and private channels, evolved typically in urban contexts, for the procurement and distribution of the goods essential for the daily life of common people. According to this definition, specifically, a victualling system included also the market, as one of the different channels for the procurement and distribution of goods. What characterises the Italian case in the European context are both the earliness of these institutions and the long-lasting political and economic fragmentation of the peninsula: these factors determined the great variety and complexity of the solutions adopted. In order to show these features, the analysis focuses on four central issues: the configuration of systems, institutional pragmatism and variety, articulation of circuits, and plurality of actors. The seven relevant case-studies included in this book, all based on direct archival research, cover a wide range of geographical contexts and institutional arrangements, from the North to the South of the peninsula, and include both large-sized cities (Milan and Rome), medium-sized cities (Bergamo, Vicenza, and Ferrara), and entire regions (the March of Ancona, and Sicily). This allows the reader to appreciate regional and local differences in detail, making this book of interest for academics and scholars in economic, social, and urban history.

It's a jungle out there - the strange animals of economic organization in agri-food value chains

How the Digital Revolution is Accelerating Innovation, Driving Productivity, and Irreversibly Transforming Employment and the Economy

Introduction to Logistics Systems Management

Tourism and Gastronomy

Omnichannel Retail

economia e management dell'impresa libraria

In this book, the world's foremost experts on pricing integrate theoretical rigor and practical application to present a comprehensive resource that covers all

areas of the field. This volume brings together quantitative and qualitative approaches and highlights the most current innovations in theory and practice. Going beyond the traditional constraints of “price theory” and “price policy,” the authors coined the term “price management” to represent a holistic approach to pricing strategy and tactical implementation. They remind us that the Ancient Romans used one word, *pretium*, to mean both price and value. This is the fundamental philosophy that drives successful price management where producer and customer meet. Featuring dozens of examples and case studies drawn from their extensive research, consulting, and teaching around the world, Simon and Fassnacht cover all aspects of pricing following the price management process with its four phases: strategy, analysis, decision, and implementation. Thereby, the authors take into account the nuances across industry sectors, including consumer goods, industrial products, services, and trade/distribution. In particular, they address the implications of technological advancements, such as the Internet and new measurement and sensor technologies that have led to a wealth of price management innovations, such as flat rates, freemium, pay-per-use, or pay-what-you-want. They also address the emergence of new price metrics, Big Data applications, two-sided price systems, negative prices, and the sharing economy, as well as emerging payment systems such as bitcoin. The result is a “bible” for leaders who recognize that price is not only a means to drive profit in the short term, but a tool to generate sustained growth in shareholder value over the longer term, and a primer for researchers, instructors, and students alike. Praise for Price Management “This book is truly state of the art and the most comprehensive work in price management.” - Prof. Philip Kotler, Kellogg School of Management, Northwestern University “This very important book builds an outstanding bridge between science and practice.” - Kasper Rorsted, CEO, Adidas “This book provides practical guidelines on value creation, communication and management, which is an imperative for businesses to survive in the coming era of uncertainty.” - Dr. Chang-Gyu Hwang, Chairman and CEO, KT Corporation (Korea Telecom)

Drawing from 25 years of successful marketing and acclaimed, award-winning work, the authors show that bankable, creative ideas come from zeroing in on the one key business problem that must be solved and then rigorously unearthing insights that will lead to a spectacular solution.

Although most people physically leave home by their early 20s, emotional separation from one's family is a more difficult process that can continue for a lifetime. Now available in paper for the first time, this acclaimed book addresses the struggle of adults to establish autonomy without sacrificing family connections. Donald S. Williamson presents personal authority therapy, an approach designed to simultaneously foster individual development and family-of-origin intimacy. Therapists are taken step by step through conducting individual, couple, and small group sessions that culminate in several sessions with each client and his or her parents. Writing with sensitivity and humor, the author

demonstrates effective ways to help adult children construct new personal and family narratives, resolve intergenerational intimidation, and enjoy healthier, more equal relationships with parents and significant others.

Managers and leaders of all levels need to ensure that problems are solved in the optimal way and that the ideas and innovations for tomorrow's business flow freely. *Decision Making and Problem Solving Strategies* helps readers master the processes of practical thinking which lie behind effective decision making, problem solving, and creative thinking. Using checklists, exercises and case studies, it explains key concepts such as: principles of effective thinking, how to develop a framework for decision making, how to use a simple model for making decisions and solving problems, how to sharpen up creative thinking skills, and how to develop thinking skills in the future.

How Information Technology Is Reshaping the Economy

Comportamento del consumatore, customer experience e le 7E del marketing mix esperienziale

Wired for Innovation

Encyclopedia of Consumption and Waste

Retail and Channel Marketing

Strategy, Analysis, Decision, Implementation

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Services Marketing and Management provides an in-depth consideration of how services are conceptualized, designed and managed, creating the basis for a clear understanding of the multi-dimensional aspects of services.

*Unlike many textbooks on services marketing this book puts services management and delivery in context. Firstly, it explores the effect of organizational structures, management styles, internal marketing and management competencies on service management decision making and implementation. Secondly, *Services Marketing and Management* considers detailed examples of not-for-profit and for-profit service organizations and service delivery. Finally, this text addresses contemporary issues for services managers and speculates on some of the challenges for the future of services marketing. This textbook is designed for postgraduate and MBA students of services management and services marketing courses as well as undergraduates.*

*Most organizations spend much of their effort on the start of the value creation process: namely, creating a strategy, developing new products or services, and analyzing the market. They pay a lot less attention to the end: the crucial "last mile" where consumers come to their website, store, or sales representatives and make a choice. In *The Last Mile*, Dilip Soman shows how to use insights from behavioral science in order to close that gap. Beginning with an introduction to the last mile problem and the concept of choice architecture, the book takes a deep dive into the psychology of choice, money, and time. It explains how to construct behavioral experiments and understand the data on preferences that they provide. Finally, it provides a range of practical tools with which to*

overcome common last mile difficulties. The Last Mile helps lay readers not only to understand behavioral science, but to apply its lessons to their own organizations' last mile problems, whether they work in business, government, or the nonprofit sector. Appealing to anyone who was fascinated by Dan Ariely's Predictably Irrational, Richard Thaler and Cass Sunstein's Nudge, or Daniel Kahneman's Thinking, Fast and Slow but was not sure how those insights could be practically applied, The Last Mile is full of solid, concrete advice on how to put the lessons of behavioral science to work.

Analyses by author, title and key word of books published in Italy.

Machine, Platform, Crowd: Harnessing Our Digital Future

Italian Victualling Systems in the Early Modern Age, 16th to 18th Century

New Developments in Online Marketing

Contemporary Retailing

Experiential marketing

L'Informazione bibliografica

Il manuale del retailing. Strumenti e tecniche di gestione del business retailFrancoAngeli

This book aims to explore the variety in organizational forms that exists in the European agri-food sector, and to identify an appropriate theoretical framework that includes a set of conceptual instruments to analyse this variety. Moreover, this framework should be helpful in the exploration of the relationship between organizations and the regulatory domain. The book focuses on organizational forms under two perspectives. First, it underlines the variety in organizational forms and their internal complexity. Second, it includes a series of case studies from different theoretical perspectives that highlight diversity within the agri-food sector, spanning from the adoption of standards to producer organizations. The book then proposes a conceptual foundation that can help in the design of applied theoretical frameworks to address the variety and the complexity of the organizational modes in agri-food supply systems.

What works well in my store? Where can I make improvements? How can I get more people to visit my store? How can I sell more? How can I sell "better"? Stores come in all shapes and sizes: large and small, food and non-food, department and speciality, mono-brand and multi-brand, independent and franchisees... Each business, each product category, and each strategy has its own specific characteristics but all stores operate under the same "basic laws" of commerce. This book was written in the belief that "trading" is a profession that demands some skills that always apply irrespective of the type of business formula used. One of these is the ability to understand and use key performance indicators for retail so that we can: Interpret store results; Make decisions to improve them; Monitor the efficacy of these decisions. A real operational handbook, written for real people who manage stores on a daily basis, that describes the key performance indicators most commonly used in retail: footfall, transactions, conversion rate, sales, average sale per transaction, average selling price, average units per transaction, percentage of revenue from promotions and markdowns, sales per category, penetration, margins, loyalty, customer satisfaction and mystery shopping, inventory turnover and stock coverage, damaged items, shrinkage, returns, personnel costs, sales per FTE, and direct operating costs. This book also explains: What an indicator is and how to calculate it; What the indicator

measures; Which factors influence the indicator; Which decisions will steer the indicator in the desired direction. Practical exercises help the reader to master these concepts and apply them immediately in his or her store.

1059.37

Giornale della libreria

The Production of Parmigiano-Reggiano Cheese

Social Media Marketing in Tourism and Hospitality

Personal Authority in the Family System

Corporate Social Responsibility in the Global Business World

The Intimacy Paradox

Now in its second edition, this updated text explores the contemporary trends in retail and channel marketing. Disentangling the complexity of channel marketing issues, it offers a systematic overview of the key concepts and intricacies of the subject and provides a holistic approach to retail and channel marketing.

A great introduction for retail students, this book offers a user-friendly reference guide to all aspects of visual merchandising and covers both window dressing and in-store areas. Using examples from a range of shops, from fashion emporia to small outlets, the book offers practical advice on the subject, supported by hints and tips from established visual merchandisers. It reveals the secrets of their toolkit and information on the use of mannequins, the latest technology and how to construct and source props, and explains the psychology behind shopping and buyer behaviour. This new edition contains new case studies and updated images. Presented through colour photographs, diagrams of floor layouts and store case studies, and including invaluable information such as a glossary of terms used in the industry, Visual Merchandising is an essential handbook for anyone working in and learning about this exciting area.

Introduction to Logistics Systems Management is the fully revised and enhanced version of the 2004 prize-winning textbook Introduction to Logistics Systems Planning and Control, used in universities around the world. This textbook offers an introduction to the methodological aspects of logistics systems management and is based on the rich experience of the authors in teaching, research and industrial consulting. This new edition puts more emphasis on the organizational context in which logistics systems operate and also covers several new models and techniques that have been developed over the past decade.

Each topic is illustrated by a numerical example so that the reader can check his or her understanding of each concept before moving on to the next one. At the end of each chapter, case studies taken from the scientific literature are presented to illustrate the use of quantitative methods for solving complex logistics decision problems. An exhaustive set of exercises is also featured at the end of each chapter. The book targets an academic as well as a practitioner audience, and is appropriate for advanced undergraduate and graduate courses in logistics and supply chain management, and should also serve as a methodological reference for practitioners in consulting as well as in industry.

Open Space Technology is a methodological tool that enables self-organizing groups of various sizes to deal with hugely complex issues in a very short period of time. Authored by the originator of Open Space Technology, this work presents a user's guide that details what needs to be done before, during, and after an Open Space event.

Creating Social and Economic Value from Behavioral Insights

Race Against the Machine

A User's Guide

Programmazione

Incorporating Applications and Innovations in Intelligent Systems XXIV

Open Space Technology

There can be little doubt about the profound impact that the Internet has had on all aspects of business over the past decade. Indeed, it is now widely accepted that we have entered a new and even more revolutionary phase in the development of the Net as a global marketing and communications platform; a phase characterised by information 'pull' rather than 'push', user-generated content, openness, sharing, collaboration, interaction, communities, and social networking. New generation Web-based communities and hosted applications are beginning to have a major impact on customer behaviour across a diverse range of industries. These new applications represent a fundamental change in the way people use the Internet, their online expectations, and experiences. From a marketing perspective, the most distinctive feature is not the technology involved but rather the growth of a new global culture – a 'Net generation' culture based on decentralised authority rather than hierarchy and control, online socialising and collaboration, user-generated and distributed content, open communications, peer-to-peer sharing, and global participation. Success in this new online environment, characterised by people and network empowerment, requires new 'mindsets' and innovative approaches to marketing, customer, and network relationships. This book makes a valuable contribution to the field by examining recent and future developments in online marketing, including the revolutionary impact of new media. Chapters cover a wide range of topics, including: information exchange on bulletin board systems and in online consumer portals; Web 2.0 and 'New-Wave Globals'; online tribal marketing; co-creation; industry impact; privacy issues; online advertising effectiveness; and practitioner prognostics for the future of online marketing. This book was originally published as a special issue of the Journal of Marketing Management.

The papers in this volume are the refereed papers presented at AI-2016, the Thirty-sixth SGA International Conference on Innovative Techniques and Applications of Artificial Intelligence, held in Cambridge in December 2016 in both the technical and the application streams. They present new and

innovative developments and applications, divided into technical stream sections on Knowledge Discovery and Data Mining, Sentiment Analysis and Recommendation, Machine Learning, AI Techniques, and Natural Language Processing, followed by application stream sections on AI for Medicine and Disability, Legal Liability and Finance, Telecoms and eLearning, and Genetic Algorithms in Action. The volume also includes the text of short papers presented as posters at the conference. This is the thirty-third volume in the Research and Development in Intelligent Systems series, which also incorporates the twenty-fourth volume in the Applications and Innovations in Intelligent Systems series. These series are essential reading for those who wish to keep up to date with developments in this important field.

This volume is intended to be the first in a series that will focus on the origin of script and the boundaries of non-scribal communication media in proto-literate and literate societies of the ancient Aegean. Over the last 30 years, the domain of scribes and bureaucrats has become much better known. Our goal now is to reach below the élite and scribal levels to interface with non-scribal operations conducted by people of the 'middling' sort. Who made these marks and to what purpose? Did they serve private or (semi-) official roles in Bronze Age Aegean society? The comparative study of such practices in the contemporary East (Cyprus, Anatolia, the Levant, and Egypt) can shed light on sub-élite activities in the Aegean and also provide evidence for cultural and economic exchange networks.

Two experts on the information economy explore the true economic value of technology and innovation. A wave of business innovation is driving the productivity resurgence in the U.S. economy. In *Wired for Innovation*, Erik Brynjolfsson and Adam Saunders describe how information technology directly or indirectly created this productivity explosion, reversing decades of slow growth. They argue that the companies with the highest level of returns to their technology investment are doing more than just buying technology; they are inventing new forms of organizational capital to become digital organizations. These innovations include a cluster of organizational and business-process changes, including broader sharing of information, decentralized decision-making, linking pay and promotions to performance, pruning of non-core products and processes, and greater investments in training and education. Innovation continues through booms and busts. This book provides an essential guide for policy makers and economists who need to understand how information technology is transforming the economy and how it will create value in the coming decade.

Radio industria rassegna della produzione radioelettrica

How to Build Winning Stores in a Digital World

La gestione della libreria

The Social Science of Garbage

comparative analysis and theoretical insights

Visual Merchandising Second Edition