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Gauri, Dinesh K, K. Sudhir and Debabrata Talukdar (2008), " The
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Marketing Research, 45 (2), April, 226-240. 1 Dinesh K. Gauri is an
Assistant Professor of Marketing (Email: dkgauri@syr.edu) at

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Dinesh K. Gauri K. Sudhir Debabrata Talukdar This Draft: February 2007 * Dinesh K. Gauri is a doctoral student and Debabrata Talukdar

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is an Associate Professor of Marketing at SUNY, Buffalo. K. Sudhir is a Professor of Marketing at the Yale School of Management. The authors are listed alphabetically; all three authors contributed equally to the paper. We are grateful to Arun K. Jain for the ...

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New Zealand edition of Hoyer, Consumer Behaviour, covers the latest research from the academic field of consumer behaviour. The text explores new examples of consumer behaviour using case studies, advertisements and brands from Australia and the Asia-Pacific region. The authors recognise the critical links to areas such as marketing, public policy and ethics, as well as covering the importance of online consumer behaviour with significant content on how social media and smartphones are changing the way marketers understand consumers. * Students grasp the big picture and see how the chapters and topics relate to each other by reviewing detailed concept maps * Marketing Implications boxes examine how theoretical concepts have been used in practice, and challenge students to think about how marketing decisions impact consumers * Considerations boxes require students to think deeply about technological, research, cultural and

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Marketers and retailers have to understand how to manage different consumer perception levels of retail brands, which have a major determining role on store loyalty across different complex contexts. Addressing these issues, Bettina Berg analyzes first whether corporate

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reputation and retail store equity have a reciprocal relationship in determining store loyalty. Second, she evaluates whether retail brand equity or store accessibility provides a greater contribution to store loyalty across different local competitive situations. Third, she investigates whether perceptions of format specific core attributes differ in their impact on the brand building process in saturated and emerging markets.

The advent of e-commerce and the rise of hard discounters have put severe pressure on traditional retail chains. Boundaries are blurring: traditional brick & mortar players are expanding their online operations and/or setting up their own discount banners, while the power houses of online retail are going physical, and hard discounters get caught up in the Wheel of Retailing. Even successful companies

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cannot sit back and rest, but need to prepare for the next wave of change. In the face of this complexity, it is all the more important to take stock of current knowledge, based on insights and experience from leading scholars in the field. What do we know from extant studies, and what are the ensuing best practices? What evolutions are ahead, and will current recipes still work in the future? This Handbook sheds light on these issues.

A fascinating history of this marketing tactic, and why some shoppers take it to extremes—from a longtime expert couponer. *Coupon Crazy* examines the phenomenon of avid coupon use and the socio-cultural and socioeconomic factors that construct it. By delving into the history of couponing, refunding, the science of shopping, and the dark underbelly of a coupon world the average American doesn't even

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know about, Mary Potter Kenyon manages to both fascinate and educate. Readers will meet today ' s " Coupon Queens " (and Kings) and learn about an era when trash really was cash. Not just an observer of this ethnographic research, Mary lived it for over thirty years. " My favorite aspect of the entire book was the candid tone Kenyon takes in sharing her story and others. As someone that both uses coupons and teaches couponing practices, I found the book triggering self-reflection at many points: Do I purchase products just because they are on sale? Do I devalue products I ' ve gotten for free? Do I allow coupons to inform my purchases or the other way around? If you are a couponer, it ' s quite possible you ' ll find yourself reflecting on your own shopping habits as you read this book, too. "

—Angela Russell, The Coupon Project

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The new, Seventh Edition of RETAILING combines the text's signature in-depth coverage of fundamental retailing principles with cutting-edge updates on the latest trends and practices in today's fast-paced retail market. Packed with real-world examples and behind-the-scenes insights, the text vividly captures the excitement of the high-energy retail trade, with special emphasis on the impact of the Internet and continuing changes in the global economy. Authors Dunne, Lusch, and Carver draw on their expertise as seasoned instructors and retail authorities, including abundant, real-world examples and case studies to help students understand the intricacies of retail management. Endorsed by the National Retailing Federation, RETAILING features a conversational writing style and a vibrant, full-color format with strong student appeal, as well as a streamlined structure of just 14 chapters that can easily be covered in one term. The

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text also includes a built-in study guide with review questions, writing and speaking exercises, cases covering diverse retail operations, a computer spreadsheet case, and other activities to give students hands-on experience applying key concepts and developing the creativity and analytical skills required for a successful career in the retail industry. In addition, challenging Planning Your Own Retail Business exercises focus on problems small business managers and owners face in day-to-day operations, helping students appreciate the financial impact of retail decisions. Without oversimplifying or skimping on content, this engaging, student-friendly text clearly conveys how fun, exciting, challenging, and rewarding a career in retailing can be. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

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Names. In Addition To The Brief History Of These Universities, The Present Handbook Provides The Names Of Their Vice-Chancellor, Professors And Readers As Well As Their Faculties And Departments. It Also Acquaints The Readers With The Various Courses Of Studies Offered By Each University. It Is Hoped That The Handbook In Its Present Form, Will Prove Immensely Helpful To The Aspiring Students In Choosing The Best Educational Institution For Their Career Enhancement. In Addition, It Will Also Prove Very Useful For The Publishers In Mailing Their Publicity Materials. Even The Suppliers Of Equipment And Services Required By These Educational Institutions Will Find It Highly Valuable.

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