

The Replication of Retail Fashion Formats into Foreign Countries

A Qualitative Analysis

Ladenpreis: 54,99EUR

ISBN: 978-3-658-07540-8

Auflage: 2015

Verlag: Springer Fachmedien Wiesbaden GmbH, Springer Gabler

Erscheinungsdatum: 07.11.2014

Autoren: Schröder Christoph

Reihe: Handel und Internationales Marketing Retailing and International Marketing

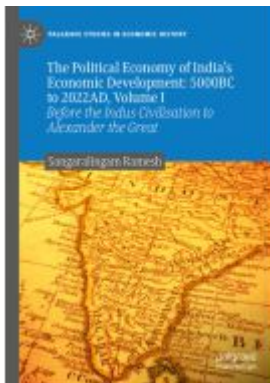
WEITERE INFORMATIONEN UND BESTELLUNG

<https://shop.lexisnexus.at/the-replication-of-retail-fashion-formats-into-foreign-countries-9783658075408.html>

Details

Christoph Schröder does one of the first attempts to analyze format transfers within the scope of different strategies, format elements, countries and success with focus on the fashion industry. Three distinct format transfer strategies are identified. The empirically observed design of format elements supports and extends the existing research. Fashion firms standardize their "Retail culture", which acts as a foundation for a successful format transfer strategy (core elements). New insights are provided with regard to format transfer into foreign countries as well as over a timeframe of five years. International retailers face specific challenges with regard to the decision on their retail format abroad, which is known as an important success driver. They may transfer their format elements unchanged or may adapt those elements. One successful strategy is known to be an unchanged format replication, which is linked to the fashion industry.

Wir haben andere Produkte gefunden, die Ihnen gefallen könnten!



The Political Economy of India's Economic Development: 5000BC to 2022AD, Volume I
Ladenpreis: 131,99EUR



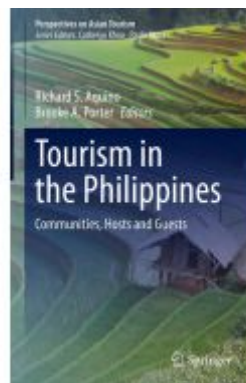
Handbook of Environmentally Conscious Manufacturing
Ladenpreis: 241,99EUR



The License Giver Business Concept of Technological Innovation
Ladenpreis: 62,69EUR



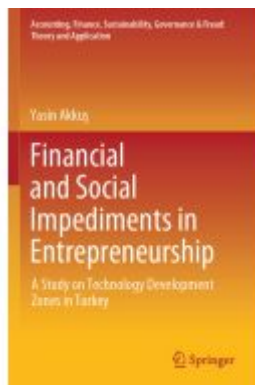
China's Macroeconomic Outlook
Ladenpreis: 120,99EUR



Tourism in the Philippines
Ladenpreis: 109,99EUR



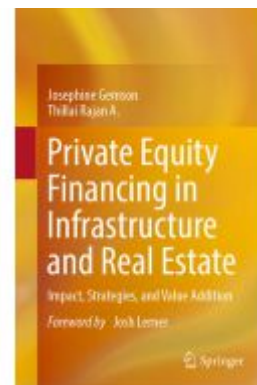
Quick Guide Online-Reputation für KMU
Ladenpreis: 30,83EUR



Financial and Social Impediments in Entrepreneurship
Ladenpreis: 131,99EUR



Essays on Portfolio Optimization and ESG Ratings under Risk Constraints and Incomplete Information
Ladenpreis: 25,70EUR



Private Equity Financing in Infrastructure and Real Estate
Ladenpreis: 131,99EUR



KI für Content Creation
Ladenpreis: 25,70EUR