

Economia e Gestione delle Imprese Commerciali

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PAROLE INGLESI

1. frictionless economy
2. collaborative filtering
3. universal wish list
4. private label, own brand, distributor brand, house brand
5. channel leader
6. brand loyalty
7. store loyalty
8. self-service
9. self-selection
10. trade marketing
11. multilevel marketing
12. geo marketing
13. ECR (Efficient Consumer Response)
14. service-dominant logic
15. collaborative innovation
16. customer knowledge management
17. empathic design
18. FMCG (Fast Moving Consumer Goods)
19. shop expedition
20. outlet
21. discount
22. intratype competition
23. intertype competition
24. store erosion
25. wheel of retail
26. trading-up
27. household production model
28. grocery goods
29. convenience goods
30. shopping goods
31. proxies
32. packaging
33. location
34. layout
35. display
36. retail facilities
37. category management
38. visibility
39. merchandising
40. visual merchandising
41. core service
42. low price
43. medium price
44. premium price
45. mass display
46. POP (point of purchase)
47. POS (point of sale)
48. reality shop
49. concept store
50. temporary shop
51. pop up store
52. guerilla store
53. clone town
54. retail tracking
55. category killer
56. town center management
57. show room
58. affiliation