



ACADEMIA DE STUDII ECONOMICE BUCUREȘTI

BIBLIOTECA CENTRALĂ ASE

BIROUL DE REFERINȚE BIBLIOGRAFICE

Str. Căderea Bastiliei, et. II, cam. 0202,

Tel. 402-319.19.00/166

referinte@biblioteca.ase.ro

www.biblioteca.ase.ro/servicii/referinte

Merchandising, tehnici promoționale, marketing - bibliografie -

1. Adascalitei, Virgil. *Tehnici comerciale moderne: marketingul spațiilor de vânzare*. București: Uranus, 2000;
2. Butunoiu, George. *Tehnici de vânzare : curs pentru agentii de vanzari*. Bucuresti> All, 1999;
3. Dayan, Armand; Troadec, Annie. *Le merchandising*. Paris: Presses Universitaires de France, 1990;
4. Epuran, Gheorghe. *Comerțul cu amănuntul în marile lanțuri de magazine din Europa*. În: *Revista de comert*, 2007, v. 8, nr. 2, p. 50-61;
5. Erdei, Rodica-Carmen. *Managementul strategic al marilor suprafețe comerciale (teză de doctorat)*. București: ASE, 2007;
6. Hammond, Richard. *Smart retail: magazinul tău - un fenomen al vânzărilor*. Bucuresti: Bic All, 2005;
7. Iftime, Silvia. *Tipologia vânzării*. *Tribuna economică*, 2006, v. 17, nr. 15, p. 56-58;
8. Kotler, Philip; Armstrong, Gary. *Managementul marketingului*. *Bucursti: Teora, 2004*;
9. Ristea, Ana-Lucia ; Tudose, Constantin. *Tehnologie comercială*. Ed. a 2-a rev. și ad. București: Expert, 1999;
10. Vasiliu, Cristinel. *Rolul merchandising-ului în gestiunea suprafeței de vânzare*. În: *Amfiteatru economic*, 2004, v. 6, nr. 16, p. 61-63;
11. Visean, Mirela. *Evaluarea eficienței suprafețelor de vânzare*. În: *Revista de comert*, 2006, v. 7, nr. 4, p. 60-64;

12. Visean, Mirela. *Metode de repartizare a spațiilor de vânzare*. În: Tribuna economică, 2005, v. 16, nr. 35, p. 55-56;
13. Whalin, George. *Succesul în vânzarea cu amănuntul!: cum să-ți mărești vânzările sau profiturile și cum să-ți uimești clienții pe cea mai competitivă piață din toate timpurile*. București: Brandbuilders, 2006;

ARTICOLE FULL-TEXT IN BAZA DE DATE PROQUEST
(se acceseaza numai din Campusul ASE)

Use Merchandising To Build Brand And Attract Consumers

Jane Stevenson. **Advertising Age**. (Midwest Region Edition). Chicago:Feb 25, 2008. Vol. 79, Iss. 8, p. 17-18 (2 pp.)

Retail, driven by the customer

Anna Stanley. **Airport Business**. Fort Atkinson:Jan 2008. Vol. 22, Iss. 2, p. 12-15 (4 pp.)

Eco-Friendly Merchandising On the Rise

Jennifer Marks. **Home Textiles Today**. High Point:Jan 29, 2007. Vol. 28, Iss. 4, p. 1,12

Marketing Strategies For Tight Times

Tom McCarthy. **Lodging Hospitality**. Cleveland:Feb 2008. Vol. 64, Iss. 2, p. 22 (1 pp.)

Between Manufacturing and Merchandizing

Andrew K Reese. **Supply & Demand Chain Executive**. Fort Atkinson:Dec 2007/Jan 2008. Vol. 9, Iss. 1, p. 8 (1 pp.)

The Art Of Better Merchandising

Joanna Lefebvre. **Food Management**. Cleveland:Nov 2007. Vol. 42, Iss. 11, p. 30,32,34,36,38,40,42 (7 pp.)

...and I Thought I Knew Something About Merchandising: Part I

Hank Darlington. **Supply House Times**. Troy:Nov 2007. Vol. 50, Iss. 9, p. 74-76 (3 pp.)

Brand new philosophy: Maximize name equity

Anonymous. **Retailing Today**. New York:Oct 22, 2007. Vol. 46, Iss. 16, p. 30,38-39 (3 pp.)

Merchandise Trends

Anonymous. **Incentive**. New York:Sep 2007. Vol. 181, Iss. 9, p. 86 (1 pp.)

Smart Selling In a Price-Driven Market

Nancy Klosek. **Dealerscope**. Philadelphia:Sep 2007. Vol. 49, Iss. 9, p. 60,62,64,66 (4 pp.)

Product presentation spurs sales

Anonymous. **Modern Baking**. Des Plaines:Jul 2007. Vol. 21, Iss. 7, p. 46-47 (2 pp.)

Selling concept: Expertise to inspiration

Anonymous. **Home Textiles Today.: Strouds' Second Chance** High Point:Sep 9, 2002. p. 16-17+ (4 pp.)

Focus on the core customer

Anonymous. **Chain Store Age**. New York:May 2003. Vol. 79, Iss. 5, p. 52-56 (3 pp.)

***ARTICOLE FULL-TEXT IN BAZA DE DATE ScienceDirect
(se acceseaza numai din Campusul ASE)***

Nessara Sukpanich and Alan Rugman, Intra-regional sales, product diversity, and the performance of merchandising multinationals, *Journal of International Management* Volume 13, Issue 2, June 2007, Pages 131-146.

(<http://www.sciencedirect.com/science/article/B6VPF-4NKJ1P4-1/2/ea0b221a26cb8a24fc77ba857d4e5a03>)

Lola Khakimdjanova and Jihye Park, Online visual merchandising practice of apparel e-merchants, *Journal of Retailing and Consumer Services* Volume 12, Issue 5, September 2005, Pages 307-318.

(<http://www.sciencedirect.com/science/article/B6VGN-4F29HS6-1/2/3d6a0c17399fa809fa3adc4083acd0fe>)

Stephen A. Doyle, Retail product management: buying and merchandising Rosemary Varley; Routledge, 2001, *Journal of Retailing and Consumer Services* Volume 10, Issue 1, January 2003, Pages 59-60.

(<http://www.sciencedirect.com/science/article/B6VGN-45CW134-7/2/8dd594cc4fb9e0ffebc11630b7f75f59>)

David M. Szymanski and Richard T. Hise, E-satisfaction: an initial examination, *Journal of Retailing* Volume 76, Issue 3, 3rd Quarter 2000, Pages 309-322.

(<http://www.sciencedirect.com/science/article/B6W5D-41C2VCH-2/2/c830d6eeb29f85e0eded3474ddb75848>)

John D. C. Little, Integrated measures of sales, merchandising, and distribution, *International Journal of Research in Marketing* Volume 15, Issue 5, December 1998, Pages 473-485.

(<http://www.sciencedirect.com/science/article/B6V8R-3V8TJFD-6/2/82cf923852cbadcc7375b92253942371>)