

Zahraniční zdroje šedé literatury

2

OpenAIRE

<https://beta.openaire.eu/>

- **Open Access Infrastructure for Research in Europe.**
- Nástupce projektu DRIVER.
- Portál umožňuje prohledávání více než 8 000 zdrojů - repozitářů, archivů a časopisů.
Pokrývá více než 17 milionů publikací různého charakteru. Převážně se jedná o zdroje s otevřeným přístupem.

OpenAIRE

Základní vyhledávání

The screenshot shows the OpenAIRE website interface. At the top, there is a browser window with the URL <https://beta.openaire.eu/>. Below the browser window, there is a navigation bar with links: Soubor, Úpravy, Zobrazit, Oblíbené položky, Nástroje, and nápověda. The main content area is divided into several sections. On the left, there is a section titled "OPENAIRE OPEN PEER REVIEW TENDER" with a paragraph of text and a "Read more" link. To the right of this section, there are four colored boxes arranged in a 2x2 grid: "RESEARCHERS" (purple), "DATA PROVIDERS" (blue), "RESEARCH ADMINS" (orange), and "FUNDERS" (green). Each box contains a title and a brief description. At the bottom of the page, there is a search bar with the text "arid soil* agricultur*" and a "SEARCH" button. Below the search bar, there is a link "MORE SEARCH OPTIONS" which is circled in black. A large black arrow points from the "OPENAIRE OPEN PEER REVIEW TENDER" section down to the search bar.

OPENAIRE OPEN PEER REVIEW TENDER

Credit: AJ Cann, CC BY-SA 2.0Peer review is evolving – help shape its future! OpenAIRE invites tenders for two prototypes (technologies or workflows) in the area of open peer review. Tenders should build upon or align with the OpenAIRE infrastructure, including Zenodo.org. OpenAIRE supports Open Access in Europe and beyond to help realize Open Science for the benefit of society, innovation and industry. OpenAIRE2020, the current project phase, is investigating new modes of schola...

[Read more](#)

RESEARCHERS
Why Open Access. How to comply. What services to use.

DATA PROVIDERS
How to increase your content quality and make it more visible. How to join.

RESEARCH ADMINS
How to use e-Infrastructure services to best serve your needs. How to monitor.

FUNDERS
Why and how to align practices. How to integrate monitoring and analytic services.

Repositories

[MORE SEARCH OPTIONS](#)

OpenAIRE

Jednoduché vyhledávání

Soubor Úpravy Zobrazit Oblíbené položky Nástroje Návod

https://beta.openaire.eu/search/find-publications-data-projects Školení: Bezplatné informační ... Publications, data, projects,...

f t in v m r OpenAIRE

BLOG | NEWSLETTER SIGN IN SIGN UP

OpenAIRE

HOME | SEARCH | PUBLICATIONS, DATA, PROJECTS, ...

All arid agricultur* SEARCH

PUBLICATIONS DATA PROJECTS PEOPLE ORGANIZATIONS DATA SOURCES

FUNDER	ACCESS MODE	PUBLICATION YEAR	DOCUMENT TYPE
European Commission (EC) (175366)	Open Access (9220224)	2012 (878556)	Article (6985586)
Wellcome Trust (WT) (11217)	Restricted (125572)	2013 (862000)	Unknown (1250922)
Fundação para a Ciênc... (9337)	Closed Access (121953)	2011 (797482)	Other (286764)
Australian Research C... (5721)	Embargo (4578)	2010 (697043)	Doctoral thesis (283034)
	not available (461)	2009 (588265)	Conference object (230686)
		View more	View more

DOCUMENT LANGUAGE	DATA SOURCE	COMMUNITIES
English (6491929)	Europe PubMed	EGI (4003)
Undetermined (629527)	Central (3034646)	FET (3573)
Spanish (605751)	arXiv.org e-Print	
Portuguese (305250)	Arc... (1045381)	
French (280399)	INRIA a CCSD	
View more	electron... (361830)	
	DOAJ-Articles (252912)	
	DSpace @ Cambridge (192493)	
	View more	

Search

Publications, data, projects, ...

- all
- publications
- data
- projects
- people
- organizations
- data sources

Information on Data Providers

Information in OpenAIRE content

OpenAIRE

Rozšířené vyhledávání

The screenshot shows the OpenAIRE search interface. The browser address bar displays <https://beta.openaire.eu/search/advanced/publications?noscroll=true>. The navigation bar includes links: HOME, SEARCH, PUBLICATIONS, DATA, PROJECTS, ... The search bar contains the text "desert* agricultur*". Below the search bar, there are filters for "Results per page: 50" and "LIMITS - NONE". The "LIMITS" section includes categories: DOCUMENT TYPE, DOCUMENT LANGUAGE, FUNDER, and FUNDING STREAM, each with an "edit" link. The "ACCESS MODE" section is expanded, showing a list of date ranges (any, in the specified date range, in the last one month, in the last 2 months, in the last 3 months, in the last 6 months, in the last 12 months, in the last 2 years, in the last 3 years, in the last 5 years, in the last 10 years) and checkboxes for Open Access, Restricted, Closed Access, Embargo, and not available. The "DATA SOURCE" section is also visible. On the right side, there is a "Search" dropdown menu with options: all, publications, data, projects, people, organizations, and data sources. The bottom of the page shows a "PUBLICATIONS" tab and a "Simple Search" link.

Annotations:

- Výběr vyhledávacího pole**: Points to the "Subject" dropdown menu.
- Možnost zpřesnění dotazu**: Points to the "edit" link next to the "DOCUMENT TYPE" filter.

OpenAIRE

Výsledky

Browser address bar: <https://beta.openaire.eu/search/find/publications>

Navigation: Soubor Úpravy Zobrazit Oblíbené položky Nástroje Nápověda

OpenAIRE logo

Navigation: PARTICIPATE SEARCH MONITOR SUPPORT OPEN ACCESS

Breadcrumb: HOME | SEARCH | PUBLICATIONS, DATA, PROJECTS, ... | PROJECTS

REFINE BY

- FUNDER
 - European Commission... (38)
 - Wellcome Trust (WT) (14)
 - Australian Research... (1)
 - Fundação para a Ciê... (1)
- FUNDING STREAM
 - EC>FP7 (38)
 - WT>Molecules, Genes... (11)
 - WT>Populations and ... (3)
 - WT>Immunology and I... (2)
 - ARC>Discovery Projects (1)
 - View more >
- FUNDING SUBSTREAM LEVEL 1
 - EC>FP7>SP1 (33)
 - EC>FP7>SP2 (5)
 - EC>FP7>SP4 (2)
- FUNDING SUBSTREAM LEVEL 2

Search filters: Publications heel shoes

SEARCH

Articles Books Theses Reports

More search options »

PUBLICATIONS

3036 documents, page 1 of 304

1 2 3 4 5 >

Negative heel shoes
(1978)

The effect of Masai Barefoot technology (MBT) shoes on ankle joint complex kinematics and plantar heel pressure distribution
Otter Simon; Birch Ivan; Cox Sophie (2010)

Effect of Different Forefoot and Heel Support Surfaces on the Activities of the RF and HAM Muscles during the Sit-to-stand Task while Wearing High-heel Shoes
Yoo, Won-Gyu (2014)

[Purpose] The purpose of this study was to show the effect of different forefoot and heel support surfaces on the activities of the rectus femoris and medial hamstring muscles during the sit-to-stand task while wearing high-heel shoes. [Subjects] Fifteen female subjects were recruited. [Methods] The muscle activities of the rectus femoris and hamstring muscles were recorded using an MP150 system during the sit-to-stand task while wearing various high-heeled shoes. [Results] The...

Effect of Shoes' Heel Height on the Energy Cost during Jogging
Y.D. Gu; Li, Z.Y. (2013)

The purpose of this study is to examine the changes of energy cost during a high-heeled continuous...

Search

Publications, data, projects, ...

- all
- publications
- data
- projects
- people
- organizations
- data sources

Information on Data Providers

Information in OpenAIRE content

Dokumenty s otevřeným přístupem

OpenAIRE

Bibliografický záznam

Browser address bar: https://beta.openaire.eu/search/publication?articleId=dedup_wf_001::9b6c07232fe010bb

Navigation: Soubor Úpravy Zobrazit Oblíbené položky Nástroje nápověda

THE INTERGENERATIONAL CONTENT OF SOCIAL SPENDING : HEALTH CARE AND SUSTAINABLE GROWTH IN CHINA

Fitoussi, Jean-Paul; Saraceno, Francesco (2008)
Publisher: HAL CCSD
Languages: English
Types: Article
Subjects: [SHS:ECO] Humanities and Social Sciences/Economies and finances, social spending, Chinese economy, [SHS:ECO] Sciences de l'Homme et Société/Economies et finances, saving gluts, sustainable growth, health care, [SHS:ECO] Humanities and Social Sciences/Economies and finances
[Show additional classifications](#)

The paper endorses the thesis that current macro imbalances are partly due to an excess of household savings in China, whose origin is to be found among other things in household uncertainty about the provision of public services like health care, pensions and education. Focusing on health services, because of their priority in the concerns of the Chinese people, we describe the recent trends in the provision of health care. We then argue that social spending by the government may have important intergenerational content, in that it allows higher private spending, lower inequality, higher levels of human capital and the like. All these factors are related to the potential growth rate of the economy. We conclude that a more important role of the government in the sector of public services, and in particular of health care, may help reduce the possibility of future bottlenecks, and hence help keeping the Chinese economy on a sustainable growth path. We conclude the paper by an assessment of the current debate on how to reform the system, and we advocate universal publicly funded basic health coverage.

[Link to project](#) [Link to dataset](#)

REFERENCES RELATED DATA SIMILAR PUBLICATIONS

The results below are discovered through our pilot algorithms. [Let us know how we are doing!](#) [view all 28](#)

ANDRÉS, J., R. DOMÉNECH AND A. FATAS (2008). "THE STABILIZING ROLE OF GOVERNMENT SIZE." JOURNAL OF ECONOMIC DYNAMICS AND CONTROL 32(2): 571-93.

BERNANKE, B. S. (2005). "THE GLOBAL SAVING GLUT AND THE U.S. CURRENT ACCOUNT DEFICIT". REMARKS AT THE SANDRIDGE LECTURE, VIRGINIA ASSOCIATION OF ECONOMICS, RICHMOND, VIRGINIA MARCH 10

BESLEY, T. (1995). "SAVINGS, CREDIT AND INSURANCE", IN HANDBOOK OF DEVELOPMENT ECONOMICS. VOLUME 3A. J. BEHRMAN AND T. N. SRINIVASAN, EDS., AMSTERDAM; NEW YORK AND OXFORD: ELSEVIER SCIENCE, NORTH HOLLAND, 2123-207.

CHAMON, M. AND E. S. PRASAD (2007). "WHY ARE SAVING RATES OF URBAN HOUSEHOLDS IN CHINA RISING?" IZA DISCUSSION PAPER, 3191, NOVEMBER

CHOU, W. L. (2007). "EXPLAINING CHINA'S REGIONAL HEALTH EXPENDITURES USING LM-TYPE UNIT ROOT TESTS." JOURNAL OF HEALTH ECONOMICS 26(4): 593-60

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[SPIRE - Sciences Po Institutional Repository](#)
[INRIA a CCSD electronic archive server](#)
[INRIA a CCSD electronic archive server](#)

CITE THIS
BibTeX ☒

```
@misc{Fitoussi, Jean-Paul_Saraceno, Francesco_2008, title=(The intergenerational content of social spending : health care and sustainable growth in China), publisher={HAL CCSD}, author={Fitoussi, Jean-Paul and Saraceno, Francesco}, year={2008}, month={Aug}}
```

COLLECTED FROM
[INRIA a CCSD electronic archive server](#)
[SPIRE - Sciences Po Institutional Repository](#)

Cesta k plnému textu

Open Grey

<http://www.opengrey.eu/>

- Databáze obsahuje více než 833 500 bibliografických záznamů šedé literatury vzniklé v Evropě.
- **Vyhledávací nástroje:**
 - a) * Náhrada za neomezený počet znaků.
 - b) "breast cancer"
Oboustranné horní uvozovky pro fráze.
 - c) Operátory AND, OR, NOT, NEAR a další aproximní a zvláštní operátory.



“System for Information on
Grey Literature in Europe”

fra | eng

Home

Search

Subjects

Partners

Export

waste water

x

Search



OpenGrey

System for Information on Grey Literature in Europe, is your open access to 700.000 bibliographical references of grey literature (paper) produced in Europe and allows you to export records and locate the documents.

Examples of grey (gray) literature include technical or research reports, doctoral dissertations, some conference papers, some official publications, and other types of grey literature.

OpenGrey covers Science, Technology, Biomedical Science, Economics, Social Science and Humanities.

The site includes preprints from the GL conferences ([GreyNet](#) International) in full text.

News

2015
03/09

GL17, A New Wave of Textual and Non-Textual Grey Literature - [Call for Papers](#)

2014
12/04

OpenGrey is now an [OpenAIRE](#) data provider for GL conference preprints

2014
10/17

The papers of the [GL15 Conference : The Grey Audit](#), Bratislava, 2-3 December 2013, are available

2014
10/02

[7th annual Conference on Grey Literature and Repositories](#) at NTK Prague (CZ), October 22nd, 2014 - [Programme and abstracts](#)

More news

Focus

Citations:1014821

Documents :323
(total number of PDF: 956)

Number of citations by Sciences: 833,500

Social Science and Humanities: 325,000

Biomedical Science: 116,000

Science: 170,000

Technology: 222,500

Partners:14

Open Grey

Výsledky

Browser address bar: <http://www.opengrey.eu/search/>

Navigation bar: Soubor Úpravy Zobrazit Oblíbené položky Nástroje nápověda

Search bar: Search

Language: Fr | En

Open Grey

System for Information on Grey Literature in Europe

Home Search Subjects Partners Export

Refine your search

- person
- organization
- discipline
 - 05R - Sociology, social s... (50548)
 - 05A - Management, adminis... (46272)
 - 05D - Economics, economic... (45881)
 - 05J - Political science, ... (36441)
 - 05P - Education, training (35564)
 - 05O - Humanities, psychol... (31192)
 - 05V - Urban planning, rur... (27592)
 - 05S - Labour studies (26611)
 - 05T - Health services, he... (23541)
 - 06E - Medicine (21580)
- keyword
- year

Results: 1 – 10 of 690356

1

2

3

4

5

6

next >

Associated Terms

Office National (202) ONERA-TP (153) ONERA-TAP (116) Aircraft components (38) Crop production (23) INRIA-RR (15) Fluid mechanics (15) Space technology (13) Sophia-Antipolis (13) ESA-SP (12)

EDV-Programm 'Dynamische Zahnkrafte Programm (DZP)', Version ...

Geiser, H. ;
2001 ; R - Report

Auswertung der verfuegbaren Untersuchungsergebnisse zur ...

Schubert, P. ;
1998 ; I - Miscellaneous

Establishment of a plant for model-independent dismantling an ...

Kuhne, R. ; Mechel, K. ;
1996 ; R - Report

Open Grey

Záznam

« Back to the list of results

To cite or link to this reference: <http://hdl.handle.net/10068/27361>

Title : **Synthesis and characterization of hydrophilic copolymers used as medicine bases. Study of in vitro salting out. Application to contact lenses for therapeutic use**
Synthese et caracterisation de copolymeres hydrophiles utilises comme supports de medicaments. Etude du relargage in vitro. Application aux lentilles comeennes a usage therapeutique

Authors : [Wajs, Georges](#) ; [Vairon, Jean-Pierre](#) ;

Corporate author : [Fonds de la Recherche et de la Technologie \(FRT\), 75 - Paris \(France\)](#) ; [Essilor International, 94 - Vincennes \(France\)](#) ; [Centre National de la Recherche Scientifique \(CNRS\), 75 - Paris \(France\)](#). [Lab. de Chimie Macromoleculaire](#) ;

Copyright : [1982](#)

Language : [French](#) ;

Pagination/Size : 17 f ;

SIGLE classification : [06B - Bioengineering, biomedical engineering, biotechnology, biochemical engineering](#) ;

Document type : [R - Report](#) ;

Report number : [FRT--81-M-0128](#) ; [FRT--81-M-0129](#) ;

Other identifier : [FR](#) ; [FR_ 1988:1544](#) ;
handle : <http://hdl.handle.net/10068/27361>

Provenance : [SIGLE](#) ;

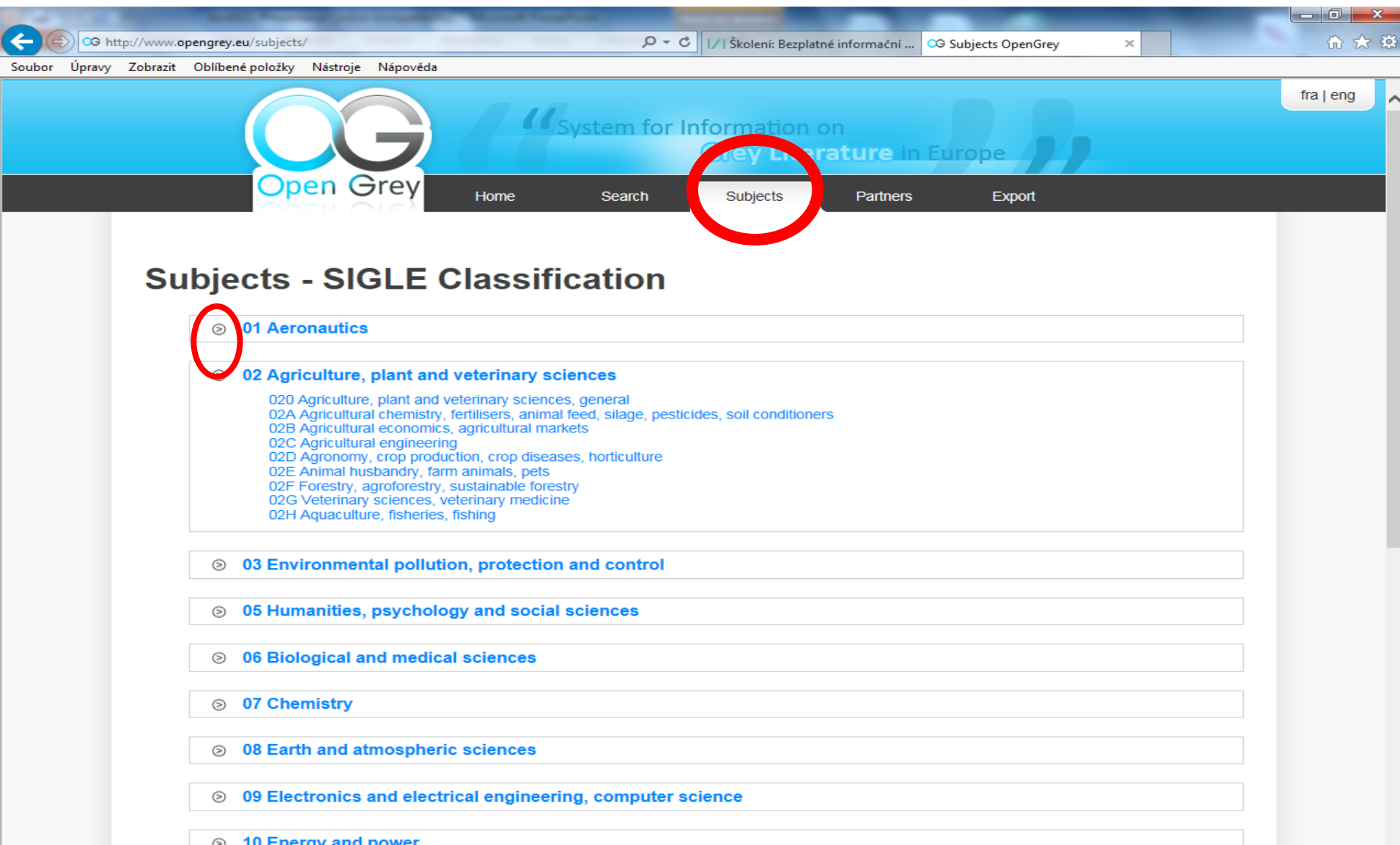
Get a copy : [INIST-CNRS - Institut de l'Information Scientifique et Technique](#)

Availability : [CNRS AR 11558](#)

Country : [France](#)

Open Grey

Prohlížení dle tématu



The screenshot shows the Open Grey website interface. The browser address bar displays <http://www.opengrey.eu/subjects/>. The navigation bar includes links for Home, Search, Subjects (circled in red), Partners, and Export. The main content area is titled "Subjects - SIGLE Classification". A list of subjects is displayed, with "01 Aeronautics" circled in red. Below it, "02 Agriculture, plant and veterinary sciences" is listed with its sub-categories. Other subjects listed include "03 Environmental pollution, protection and control", "05 Humanities, psychology and social sciences", "06 Biological and medical sciences", "07 Chemistry", "08 Earth and atmospheric sciences", "09 Electronics and electrical engineering, computer science", and "10 Energy and power".

Open Grey
System for Information on
Grey Literature in Europe

fra | eng

Home Search **Subjects** Partners Export

Subjects - SIGLE Classification

- 01 Aeronautics
- 02 Agriculture, plant and veterinary sciences
 - 020 Agriculture, plant and veterinary sciences, general
 - 02A Agricultural chemistry, fertilisers, animal feed, silage, pesticides, soil conditioners
 - 02B Agricultural economics, agricultural markets
 - 02C Agricultural engineering
 - 02D Agronomy, crop production, crop diseases, horticulture
 - 02E Animal husbandry, farm animals, pets
 - 02F Forestry, agroforestry, sustainable forestry
 - 02G Veterinary sciences, veterinary medicine
 - 02H Aquaculture, fisheries, fishing
- 03 Environmental pollution, protection and control
- 05 Humanities, psychology and social sciences
- 06 Biological and medical sciences
- 07 Chemistry
- 08 Earth and atmospheric sciences
- 09 Electronics and electrical engineering, computer science
- 10 Energy and power

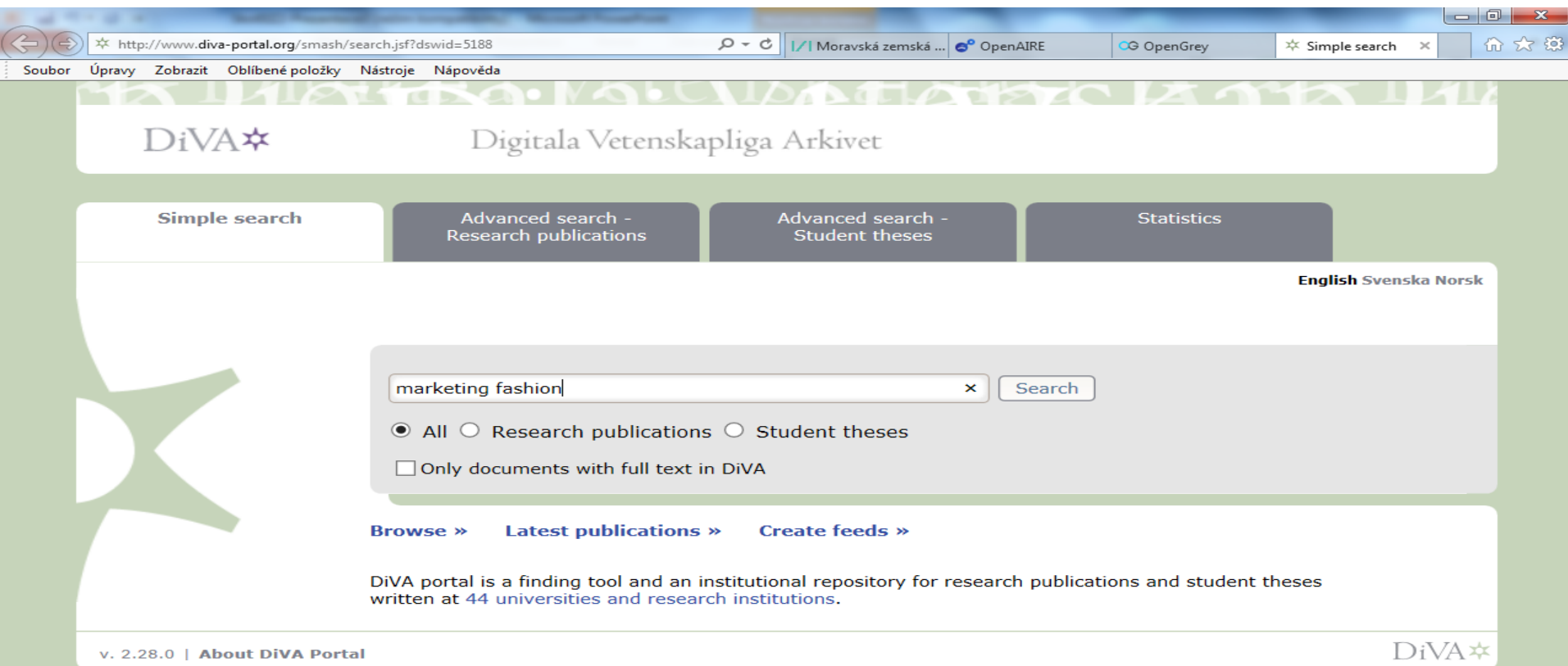
DiVA

<http://www.diva-portal.org/smash/search.jsf?dswid=4815>

- Vyhledávací nástroj a repozitář umožňující přístup k výzkumným publikacím a vysokoškolským pracím ze 44 univerzit a výzkumných institucí ve Skandinávii.

DiVA

Vyhledávání



The screenshot shows a web browser window with the URL `http://www.diva-portal.org/smash/search.jsf?dswid=5188`. The browser's address bar and tabs are visible at the top. The page header features the DiVA logo and the text "Digitala Vetenskapliga Arkivet". Below the header, there are four navigation buttons: "Simple search", "Advanced search - Research publications", "Advanced search - Student theses", and "Statistics". The "Simple search" button is highlighted. On the right side of the header, there are language links: "English Svenska Norsk". The main search area contains a search input field with the text "marketing fashion", a "Search" button, and three radio buttons for "All", "Research publications", and "Student theses". There is also a checkbox for "Only documents with full text in DiVA". Below the search area, there are links for "Browse »", "Latest publications »", and "Create feeds »". At the bottom, there is a description of the DiVA portal and a footer with the version number "v. 2.28.0" and a link to "About DiVA Portal".

http://www.diva-portal.org/smash/search.jsf?dswid=5188

Soubor Úpravy Zobrazit Oblíbené položky Nástroje nápověda

DiVA Digitala Vetenskapliga Arkivet

Simple search Advanced search - Research publications Advanced search - Student theses Statistics

English Svenska Norsk

marketing fashion × Search

☒ All ☐ Research publications ☐ Student theses

☐ Only documents with full text in DiVA

[Browse »](#) [Latest publications »](#) [Create feeds »](#)

DiVA portal is a finding tool and an institutional repository for research publications and student theses written at [44 universities and research institutions](#).

v. 2.28.0 | [About DiVA Portal](#)

DiVA

DiVA

Výsledky

DiVA Digitala Vetenskapliga Arkivet

Simple search Advanced search - Research publications Advanced search - Student theses Statistics

Change search English Svenska Norsk

Simple search Result list (marketing fashion)

Refine search result

Full-text
Full-text in DiVA (72)
Full-text not available in DiVA (53)

Publication type
Student thesis (77)
Article in journal (21)
Conference paper (12)
Chapter in book (7)
Doctoral thesis, monograph (3)
Show more

Content type
Refereed (31)
Other academic (17)

Level
Independent thesis Basic level (degree of Bachelor) (46)
Independent thesis Advanced level (degree of Master (One Year)) (19)
Independent thesis Advanced level (degree of Master (Two Years)) (9)
Independent thesis Basic level (professional degree) (2)
Independent thesis Advanced level (professional degree) (1)

Person
Pihl, Christofer (5)
Östberg, Jacob (5)

References 1 - 125 of 125 Link to result list

Rows per page 250 Sort Author A-Ö

Select all on this page from result set Clear selection Selected: 3

☒ 1. ▶ Aagerup, Ulf
To sell or not to sell: Overweight users' effect on fashion assortments
2010
In: Journal of Brand Management, ISSN 1350-231X, Vol. 18, no 1, 66-78
Article in journal (Refereed)
Publisher's full text ▶ Abstract [en]

☒ 2. ▶ Aagerup, Ulf
The impact of user weight on brands and business practices in mass market fashion
2010
Licentiate thesis, comprehensive summary (Other academic)

☒ 3. ▶ Aagerup, Ulf
The influence of real women in advertising on mass market fashion brand perception
2011
In: Journal of Fashion Marketing and Management, ISSN 1361-2026, E-ISSN 1758-7433, Vol. 15, no 4, 486-502
Article in journal (Refereed)
Publisher's full text ▶ Abstract [en]

☐ 4. ▶ Agripina, Irene Garnit
Scandinavian Fashion Brands: Finding the puzzles between marketing strategy and Swedes customers behaviour
2012
Independent thesis Advanced level (degree of Master (One Year)), 10 credits / 15 HE credits
Student thesis ▶ Abstract [en]

Tryck till

DiVA

Stahování seznamu vybraných záznamů

The screenshot shows the DiVA search results page. The browser address bar displays the URL: <http://www.diva-portal.org/smash/resultList.jsf?dsid=59728&language=en&searchType=S>. The page header includes the DiVA logo and the text "Digitala Vetenskapliga Arkivet". The navigation bar contains buttons for "Simple search", "Advanced search - Research publications", "Advanced search - Student theses", and "Statistics". The language selector shows "English Svenska Norsk".

The search results are displayed under the "Simple search" tab. The "Result list (marketing fashion)" is selected. The "Refine search result" section on the left lists various filters:

- Full text**
 - Full-text in DiVA (72)
 - Full-text not available in DiVA (53)
- Publication type**
 - Student thesis (77)
 - Article in journal (21)
 - Conference paper (12)
 - Chapter in book (7)
 - Doctoral thesis, monograph (3)
 - Show more
- Content type**
 - Refereed (31)
 - Other academic (17)
- Level**
 - Independent thesis Basic level (degree of Bachelor) (46)
 - Independent thesis Advanced level (degree of Master (One Year)) (19)
 - Independent thesis Advanced level (degree of Master (Two Years)) (9)
 - Independent thesis Basic level (professional degree) (2)
 - Independent thesis Advanced level

The main results area shows a list of references. The "References" tab is highlighted with a red circle. The "Select all" button is also highlighted with a red arrow. The list displays the following entries:

- ☒ 1. Agerup, Ulf
To sell or not to sell: Overweight users' effect on fashion assortments
2010
In: Journal of Brand Management, ISSN 1350-231X, Vol. 18, no 1, 66-78
Article in journal (Refereed)
Publisher's full text
Abstract [en]
- ☒ 2. Agerup, Ulf
The impact of user weight on brands and business practices in mass market fashion
2010
Licentiate thesis, comprehensive summary (Other academic)
- ☒ 3. Agerup, Ulf
The influence of real women in advertising on mass market fashion brand perception
2011
In: Journal of Fashion Marketing and Management, ISSN 1361-2026, E-ISSN 1758-7433, Vol. 15, no 4, 486-502
Article in journal (Refereed)
Publisher's full text
Abstract [en]
- ☐ 4. Agripina, Irene Garnit
Scandinavian Fashion Brands: Finding the puzzles between marketing strategy and Swedes customers behaviour
2012

DiVA

Výběr formátu pro export vybraných záznamů

The screenshot shows the DiVA search results page for the query "marketing fashion". The page displays a list of search results with various filters on the left and a list of results on the right. A menu is open for selecting export formats, and a box highlights the "Plný text" option.

DiVA Digitala Vetenskapliga Arkivet

Simple search Advanced search - Research publications Advanced search - Student theses Statistics

Change search

Simple search Result list (marketing fashion)

Refine search result

Full text
Full-text in DiVA (72)
Full-text not available in DiVA (53)

Publication type
Student thesis (77)
Article in journal (21)
Conference paper (12)
Chapter in book (7)
Doctoral thesis, monograph (3)
Show more

Content type
Refereed (31)
Other academic (17)

Level
Independent thesis Basic level (degree of Bachelor) (46)
Independent thesis Advanced level (degree of Master (One Year)) (19)
Independent thesis Advanced level (degree of Master (Two Years)) (9)
Independent thesis Basic level (professional degree) (2)
Independent thesis Advanced level (professional degree) (1)

Person
Niklas Christensen (5)

References 1 - 125 of 125 Link to result list

Export references

Select all

1. Agerup, Ulf
To sell or not to sell
2010
In: Journal of Brand
Article in journal (Re
Publisher's full text

2. Agerup, Ulf
The impact of use
2010
Licentiate thesis, co

3. Agerup, Ulf
The influence of r
2011
In: Journal of Fashio
486-502
Article in journal (Re
Publisher's full text

4. Agripina, Irene
Scandinavian Fashion Brands: Finding the puzzles between marketing strategy and Swedes
customers behaviour
2012
Independent thesis Advanced level (degree of Master (One Year)), 10 credits / 15 HE credits
Student thesis

PDF

Plný text

DiVA

Záznam

← → ☆ http://www.diva-portal.org/smash/record.jsf?dsid=-3427&pid=diva2%3A537514&c=4&se (547) Roundcube Webmail... ☆ urn:nbn:se:kau:diva-13... Scopus - Document details

References 1 2 3 4 5 6 7 4 of 125 Link to record Share

<<Back to result list

Scandinavian Fashion Brands : Finding the puzzles between marketing strategy and Swedes customers behaviour

► Agripina, Irene Garnit

2012 (English)
Independent thesis Advanced level (degree of Master (One Year)), 10 credits / 15 HE credits
Student thesis

Abstract [en]

Fashion is one of the most profitable industry in the world, Sweden has been seen as a fashionable nation, thanks to the big fashion brands that consumed by most of the Swedish of all segment. Scandinavian fashionbrands which is analyzed on this thesis is H&M, Kappahl, Ginatricot, Dressman, and JackJones. All of these fashionbrands are analyzed based on their marketing strategy, then compared to the result from the quitionaires about these brands. From the questionnaires, it can be found which kind of marketing strategy profitable for their segment. The result of this research show that most of the company know much about their customers, they do the right thing especially with the product design. Sometime the companies do the unuseful marketing that's wasting money because the customers don't react on the desirable behaviour

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2012.

Series
Karlstad University Studies, ISSN 1403-8099

Keyword [en]
Customer behaviour, fashion marketing, retail management, fast fashion! Fashion distribution, marketing mix, fretail business management

National Category
Social Sciences

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Subject / course
Business Administration

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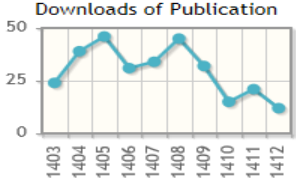
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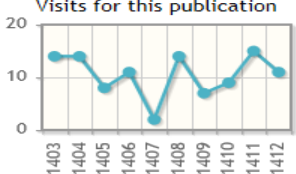
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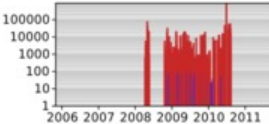
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