

prima mebel

prima mebel stands as a prominent name in the furniture manufacturing and retail industry, known for its commitment to quality, innovative design, and customer satisfaction. This article explores the various facets of prima mebel, highlighting its product range, manufacturing processes, and market presence. Prima mebel has carved out a significant niche by blending traditional craftsmanship with modern technology, ensuring durable and aesthetically pleasing furniture solutions. Whether for residential, commercial, or office use, prima mebel offers a diverse selection tailored to meet different tastes and functional requirements. This comprehensive overview also delves into the company's sustainability practices, customer service excellence, and the factors that differentiate it from competitors. Readers will gain insight into why prima mebel continues to be a trusted choice among consumers seeking reliable and stylish furniture. The following sections provide an organized exploration of these key areas related to prima mebel.

- Overview of Prima Mebel
- Product Range and Design Philosophy
- Manufacturing Techniques and Materials
- Sustainability and Environmental Responsibility
- Customer Service and Support
- Market Presence and Competitive Advantages

Overview of Prima Mebel

Prima Mebel is a distinguished furniture company renowned for delivering high-quality furniture solutions that combine functionality with stylish design. Established with a vision to provide premium furniture, the brand has expanded its reach through innovative production techniques and a customer-centric approach. Prima Mebel specializes in creating pieces that cater to a variety of settings, including homes, offices, and commercial spaces, ensuring versatility and adaptability. The company's reputation is built on consistent quality control, attention to detail, and a strong emphasis on customer satisfaction. Over the years, prima mebel has strengthened its position in the market by continuously evolving to meet changing consumer preferences while maintaining the core values of craftsmanship and durability.

Product Range and Design Philosophy

Prima Mebel offers a broad spectrum of furniture products designed to enhance the aesthetic appeal and functionality of any space. The product line includes living room sets, bedroom furniture, office desks, chairs, dining tables, and storage solutions, each crafted to meet diverse style preferences and

practical needs.

Living Room and Bedroom Collections

The living room and bedroom furniture from prima mebel feature elegant designs that blend comfort with modern trends. From plush sofas and armchairs to sleek beds and wardrobes, the collections emphasize ergonomic design and premium materials for long-lasting use.

Office and Commercial Furniture

Prima Mebel's office furniture range is tailored to create productive and comfortable work environments. This includes ergonomic chairs, functional desks, and modular storage units, all designed to optimize space and support efficient workflows.

Design Philosophy

The design philosophy of prima mebel centers on creating furniture that is both stylish and practical. The company integrates contemporary aesthetics with timeless elements, ensuring that its pieces remain relevant and appealing over time. Emphasis is placed on clean lines, balanced proportions, and user-friendly features that enhance everyday living and working experiences.

Manufacturing Techniques and Materials

Prima Mebel employs advanced manufacturing techniques combined with skilled craftsmanship to produce furniture that meets high standards of quality and durability. The production process involves precision cutting, assembling, and finishing to ensure each piece adheres to strict specifications.

Use of Quality Materials

The company sources premium raw materials such as solid wood, engineered wood, metal, and high-grade fabrics to construct its furniture. These materials are selected for their strength, appearance, and sustainability, contributing to the overall longevity and aesthetic value of the products.

Technological Integration

Incorporating modern machinery and technology, prima mebel enhances the efficiency and accuracy of its manufacturing process. Computer-aided design (CAD) and automated cutting tools enable precise production while minimizing waste.

Quality Control Measures

Stringent quality control is integral to prima mebel's manufacturing approach. Each product

undergoes multiple inspection stages to verify structural integrity, finish quality, and compliance with safety standards before reaching the consumer.

Sustainability and Environmental Responsibility

Prima Mebel is committed to sustainable practices that reduce environmental impact throughout its operations. The company recognizes the importance of eco-friendly manufacturing and integrates responsible sourcing and waste management strategies.

Eco-Friendly Materials

Whenever possible, prima mebel opts for renewable and recyclable materials in its products. The use of certified wood and environmentally safe finishes reflects the company's dedication to reducing its carbon footprint.

Waste Reduction Initiatives

Manufacturing processes are designed to minimize waste through efficient material usage and recycling programs. Leftover materials are repurposed or recycled to support a circular economy within the furniture industry.

Energy Efficiency

The production facilities employ energy-efficient machinery and lighting systems to lower energy consumption. This commitment to sustainability supports long-term ecological balance and aligns with global environmental standards.

Customer Service and Support

Excellent customer service is a cornerstone of prima mebel's business model. The company strives to provide comprehensive support before, during, and after the purchase to enhance the overall customer experience.

Consultation and Customization

Prima Mebel offers personalized consultation services to help clients select furniture that best suits their needs and preferences. Customization options are available for many products, allowing customers to choose materials, colors, and dimensions.

Delivery and Installation

The company ensures reliable delivery and professional installation services, guaranteeing that furniture arrives safely and is assembled correctly. This service minimizes hassle and ensures customer satisfaction.

After-Sales Support

Prima Mebel provides comprehensive after-sales support, including warranty coverage and maintenance advice. Customer service teams are accessible to address any concerns or issues promptly and effectively.

Market Presence and Competitive Advantages

Prima Mebel has established a strong market presence through strategic distribution, brand reputation, and commitment to innovation. Its competitive advantages stem from the combination of quality, design, and customer-oriented services.

Distribution Network

The company operates an extensive distribution network, supplying furniture to retail outlets, online platforms, and direct clients. This broad reach enables prima mebel to serve a diverse customer base efficiently.

Brand Reputation

Years of consistent quality and reliable service have earned prima mebel a reputable standing among consumers and industry professionals. The brand is synonymous with trustworthiness and superior craftsmanship.

Innovation and Adaptability

Prima Mebel continuously invests in research and development to introduce innovative designs and materials. The ability to adapt to market trends and customer feedback ensures the brand remains competitive and relevant.

- Wide range of premium furniture products
- Focus on quality materials and craftsmanship
- Commitment to sustainable manufacturing
- Exceptional customer service and customization

- Strong market presence and brand trust

Frequently Asked Questions

What types of furniture does Prima Mebel specialize in?

Prima Mebel specializes in a wide range of furniture, including living room sets, bedroom furniture, office desks, and custom-made pieces tailored to customer needs.

Where is Prima Mebel located?

Prima Mebel is based in Indonesia, known for its high-quality craftsmanship and traditional woodworking techniques.

Are Prima Mebel products environmentally friendly?

Yes, Prima Mebel is committed to sustainable practices by using eco-friendly materials and ensuring responsible sourcing of wood.

Can I customize my furniture order with Prima Mebel?

Absolutely, Prima Mebel offers customization options allowing customers to choose designs, materials, and finishes to create personalized furniture pieces.

How does Prima Mebel ensure the quality of its furniture?

Prima Mebel employs skilled artisans and implements strict quality control measures throughout the production process to ensure durable and high-quality furniture.

Where can I purchase Prima Mebel furniture?

Prima Mebel furniture can be purchased through their official website, authorized dealers, and select furniture showrooms in various regions.

Additional Resources

1. *Prima Mebel: Crafting Excellence in Furniture Design*

This book delves into the history and evolution of Prima Mebel, highlighting its journey to becoming a leader in high-quality furniture manufacturing. It explores the design philosophies, materials, and techniques that set Prima Mebel apart. Readers gain insight into how innovation and tradition combine to create timeless pieces.

2. *The Art of Woodworking with Prima Mebel*

Focused on woodworking techniques, this book showcases the craftsmanship behind Prima Mebel's

signature furniture. It provides detailed tutorials and tips for both beginners and experienced woodworkers. The book also highlights the importance of sustainability and selecting quality timber.

3. Interior Inspirations: Decorating with Prima Mebel

A guide to incorporating Prima Mebel furniture into various interior design styles, this book offers practical advice and stunning photography. It covers modern, classic, and eclectic aesthetics, demonstrating how Prima Mebel pieces can transform any space. Readers will find ideas for living rooms, bedrooms, and office environments.

4. Prima Mebel Innovations: Technology Meets Tradition

Exploring the technological advancements that Prima Mebel utilizes, this book reveals how modern machinery and software enhance traditional craftsmanship. It discusses the integration of CAD design, CNC cutting, and sustainable practices. The narrative illustrates the balance between maintaining artisanal quality and embracing innovation.

5. Sustainable Furniture Design: The Prima Mebel Approach

This book emphasizes Prima Mebel's commitment to eco-friendly furniture production. It covers sustainable sourcing of materials, waste reduction techniques, and the company's role in promoting environmental responsibility. Readers will learn about green certifications and how sustainability can coexist with luxury.

6. Custom Creations: Designing Personalized Furniture with Prima Mebel

Highlighting the bespoke services offered by Prima Mebel, this book explores the process of creating custom furniture tailored to client needs. It includes case studies, client interviews, and design sketches. The book serves as inspiration for those looking to commission unique, handcrafted pieces.

7. Prima Mebel: A Legacy of Quality and Style

This comprehensive overview chronicles the brand's origins, key milestones, and impact on the furniture industry. It features interviews with founders, designers, and craftsmen who have shaped Prima Mebel's identity. The book is a tribute to enduring quality and innovative style.

8. Renovation and Restoration with Prima Mebel Furniture

Focusing on maintaining and restoring Prima Mebel pieces, this guide offers practical advice for prolonging furniture life. It covers cleaning, repairing, and refinishing techniques suitable for different materials and finishes. The book helps owners preserve the beauty and functionality of their investments.

9. Global Trends in Furniture Design: Prima Mebel's Influence

Analyzing international furniture trends, this book positions Prima Mebel within the global market. It examines how the company adapts to and shapes design movements, from minimalism to maximalism. Readers will appreciate the strategic insights into brand positioning and consumer preferences worldwide.

Prima Mebel

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Prima Mebel: Elevate Your Furniture Business Through Strategic Online Presence

Are you a furniture business owner struggling to stand out in a crowded online marketplace? Do you feel lost in the sea of competitors, watching your sales lag behind while others thrive? Are you pouring money into advertising without seeing a significant return on investment? You're not alone. Many furniture businesses struggle to establish a powerful online presence and attract the right customers. This ebook provides the roadmap to success, guiding you through the crucial steps to build a thriving online furniture business with Prima Mebel as your brand.

Prima Mebel: Your Guide to Online Furniture Sales Domination

This comprehensive guide will equip you with the essential strategies to build a robust online presence, attract your ideal customers, and dramatically increase your sales. Inside, you'll discover proven techniques to:

Introduction: Understanding the Prima Mebel brand and the online furniture market.

Chapter 1: Website Optimization for Furniture Sales: Creating a user-friendly website optimized for conversions.

Chapter 2: Mastering SEO for Furniture Keywords: Driving targeted traffic to your website through effective search engine optimization.

Chapter 3: High-Quality Product Photography and Videography: Showcasing your furniture in the best possible light.

Chapter 4: Leveraging Social Media Marketing for Furniture: Building a strong brand presence and engaging your target audience.

Chapter 5: Email Marketing Strategies for Furniture Businesses: Nurturing leads and driving repeat sales.

Chapter 6: Paid Advertising for Furniture (PPC): Utilizing pay-per-click advertising to reach a wider audience.

Chapter 7: Customer Relationship Management (CRM) for Furniture: Building long-term relationships with your customers.

Chapter 8: Analyzing Data and Refining Your Strategy: Tracking your progress and making data-driven decisions.

Conclusion: Recap of key strategies and actionable next steps.

Prima Mebel: Your Complete Guide to Online Furniture Sales Domination

Introduction: Understanding the Prima Mebel Brand and the Online Furniture Market

The online furniture market is booming, presenting both significant opportunities and fierce competition. To succeed, your brand, Prima Mebel, needs a clear online strategy that leverages

digital marketing to its fullest potential. This introduction sets the stage by outlining the current landscape of online furniture sales, identifying key trends, and highlighting the importance of a strong online presence for your success. We'll discuss competitor analysis, understanding your target audience, and defining your unique selling proposition (USP) within the Prima Mebel brand. This foundational understanding will inform all subsequent strategies.

Chapter 1: Website Optimization for Furniture Sales

Your website is your digital storefront. A poorly designed website will drive customers away, while a well-designed one will attract and convert them. This chapter dives deep into website optimization for furniture sales. We'll cover crucial aspects like:

User Experience (UX) Design: Creating an intuitive and engaging website experience. This includes aspects like easy navigation, clear product displays, high-quality images, and fast loading times. We'll discuss the importance of mobile responsiveness and accessibility for all users.

Website Speed Optimization: Slow loading times lead to high bounce rates. This section will guide you through techniques to optimize your website's speed, including image compression, code optimization, and choosing a reliable hosting provider.

Conversion Rate Optimization (CRO): This focuses on converting website visitors into paying customers. We'll discuss A/B testing different elements of your website to identify what works best, optimizing call-to-actions (CTAs), and implementing clear and concise product descriptions.

E-commerce Functionality: Choosing and implementing a robust e-commerce platform that seamlessly integrates with your payment gateway and inventory management system. We will discuss the importance of secure checkout processes and offering various payment options.

Search Engine Optimization (SEO) Basics for the Website: Integrating foundational SEO principles directly into the website's architecture, content, and technical setup. This sets the stage for further SEO efforts discussed in the next chapter.

Chapter 2: Mastering SEO for Furniture Keywords

Search Engine Optimization (SEO) is the cornerstone of organic, long-term online success. This chapter focuses on mastering SEO specifically for furniture keywords. We will cover:

Keyword Research: Identifying the most relevant and profitable keywords your target audience is searching for. We'll explore tools and techniques for effective keyword research, focusing on long-tail keywords and location-based targeting.

On-Page Optimization: Optimizing individual web pages to rank higher in search results. This includes optimizing title tags, meta descriptions, header tags (H1-H6), image alt text, and URL structure. We'll cover the importance of incorporating relevant keywords naturally within your

website content.

Off-Page Optimization: Building your website's authority and credibility through external factors. This includes link building, social media promotion, and online directory submissions. We will discuss strategies for acquiring high-quality backlinks from reputable websites.

Local SEO for Furniture Businesses: Optimizing your website for local searches. This includes claiming and optimizing your Google My Business profile, ensuring accurate NAP (Name, Address, Phone number) consistency across the web, and encouraging customer reviews.

Technical SEO: Addressing technical aspects that impact your website's search engine rankings. This includes sitemaps, robots.txt, schema markup, and ensuring your website is mobile-friendly.

Chapter 3: High-Quality Product Photography and Videography

In the furniture business, visual appeal is paramount. This chapter emphasizes the importance of professional-quality product photography and videography. We'll discuss:

Professional Photography Techniques: Learning to capture high-resolution images that accurately represent your furniture. We'll cover lighting, composition, and styling techniques to showcase your products in the best light.

360° Product Views: Offering interactive 360° views allows customers to examine your furniture from every angle, increasing trust and reducing purchase hesitation.

Product Videography: Short videos demonstrating the features and functionality of your furniture can significantly enhance engagement and conversions.

Image Optimization for the Web: Compressing images to optimize website speed without sacrificing quality. This ensures fast loading times and a better user experience.

Using Lifestyle Photography: Showcasing your furniture in realistic settings to help customers envision it in their own homes.

Chapter 4: Leveraging Social Media Marketing for Furniture

Social media is a powerful tool for building brand awareness, engaging customers, and driving sales. This chapter explores effective social media strategies for furniture businesses:

Choosing the Right Platforms: Identifying the social media platforms most relevant to your target audience. We will discuss the strengths and weaknesses of various platforms like Instagram, Facebook, Pinterest, and TikTok.

Content Creation and Strategy: Developing a content calendar and creating engaging content, including high-quality images and videos, behind-the-scenes glimpses, customer testimonials, and user-generated content.

Social Media Advertising: Running targeted advertising campaigns on social media platforms to reach specific demographics and interests. We will cover best practices for creating compelling ad creatives and optimizing your campaigns for maximum ROI.

Influencer Marketing: Partnering with relevant influencers to promote your furniture to a wider audience.

Chapter 5: Email Marketing Strategies for Furniture Businesses

Email marketing remains a highly effective way to nurture leads, build relationships, and drive repeat sales. This chapter outlines effective email marketing strategies for furniture businesses:

Building an Email List: Collecting email addresses through various methods, including website signup forms, contests, and social media promotions.

Segmenting Your Email List: Dividing your email list into specific segments based on demographics, interests, and purchasing behavior to personalize your messaging.

Creating Engaging Email Campaigns: Developing compelling email content, including newsletters, promotional offers, and personalized recommendations.

Email Automation: Automating email sequences to nurture leads and follow up with customers.

Chapter 6: Paid Advertising for Furniture (PPC)

Pay-per-click (PPC) advertising can drive immediate traffic and sales. This chapter focuses on utilizing PPC advertising effectively for furniture:

Google Ads: Creating and managing effective Google Ads campaigns targeting relevant keywords and demographics.

Social Media Ads: Running targeted advertising campaigns on social media platforms like Facebook, Instagram, and Pinterest.

Remarketing: Retargeting website visitors who didn't make a purchase with personalized ads.

Tracking and Analytics: Monitoring your PPC campaigns to track performance and optimize your spending.

Chapter 7: Customer Relationship Management (CRM) for Furniture

Building strong customer relationships is crucial for long-term success. This chapter explains the importance of CRM:

Choosing a CRM System: Selecting a CRM system that meets your business needs.

Data Management: Organizing and managing customer data effectively.

Customer Communication: Developing personalized communication strategies to nurture relationships.

Customer Loyalty Programs: Implementing loyalty programs to reward repeat customers.

Chapter 8: Analyzing Data and Refining Your Strategy

Data-driven decision-making is critical for success. This chapter covers:

Website Analytics: Using website analytics tools like Google Analytics to track website traffic, user behavior, and conversions.

Social Media Analytics: Tracking social media engagement and performance.

PPC Campaign Tracking: Monitoring your PPC campaigns to track performance and optimize your spending.

A/B Testing: Conducting A/B tests to optimize your website and marketing campaigns.

Conclusion: Recap of Key Strategies and Actionable Next Steps

This concluding chapter summarizes the key takeaways from the ebook and provides actionable next steps to help you implement the strategies discussed. It emphasizes the importance of consistent effort, adaptation, and ongoing learning in the ever-evolving digital landscape.

FAQs

1. What is the best social media platform for furniture businesses? The best platform depends on your target audience. Instagram is great for visuals, while Facebook can reach a broader audience. Pinterest works well for visual inspiration, and TikTok can create viral moments.
2. How can I improve my website's loading speed? Optimize images, use a caching plugin, and choose a reliable hosting provider.
3. What are some effective keyword research tools? Semrush, Ahrefs, and Google Keyword Planner are popular options.
4. How much should I spend on PPC advertising? This depends on your budget and goals. Start with a smaller budget and gradually increase it as you see results.
5. How do I build high-quality backlinks? Guest blogging, creating valuable content, and participating in online communities are effective strategies.
6. What is the best way to collect email addresses? Offer valuable lead magnets, run contests, and use website signup forms.
7. How can I improve my conversion rate? Optimize your website's design, improve your product descriptions, and use compelling call-to-actions.
8. What is the importance of customer reviews? Customer reviews build trust and credibility, leading to increased conversions.
9. How can I track my marketing efforts? Use analytics tools like Google Analytics and social media insights to track performance and identify areas for improvement.

Related Articles

1. "10 Furniture Photography Tips to Boost Your Online Sales": Provides practical tips for taking professional-looking product photos.
2. "The Ultimate Guide to Furniture SEO: Ranking Higher in Search Results": A comprehensive guide to optimizing your website for furniture-related keywords.
3. "Mastering Social Media Marketing for Furniture Brands": A detailed look at effective social media strategies for furniture businesses.
4. "5 Creative Email Marketing Ideas for Furniture Retailers": Provides unique ideas for crafting compelling email campaigns.
5. "How to Choose the Right E-commerce Platform for Your Furniture Business": A guide to selecting

the ideal platform for your online store.

6. "The Power of Customer Reviews: How to Leverage Them to Increase Sales": Explores the importance of customer reviews and how to encourage them.

7. "Understanding Google My Business for Local Furniture Stores": A guide to utilizing Google My Business to improve local visibility.

8. "Effective Paid Advertising Strategies for the Furniture Industry": A detailed look at effective PPC strategies for furniture businesses.

9. "Building a Successful Furniture Brand Through Content Marketing": Explores the use of content marketing to build brand awareness and engage customers.

prima mebel: Interflo , 1989

prima mebel: *Stop Selling, Start Helping* Tony Sartono, 2022-08-10 Bukan hanya memberikan kejutan baru tentang menjual, buku ini benar-benar memberikan solusi untuk sukses penjualan dan sukses bisnis dengan cara membantu pelanggan. Stop Selling, Start Helping menunjukkan bahwa penjual justru berhasil menjual lebih banyak saat berhenti menjual dan mulai membantu pelanggan, prospek, atau calon pembeli. Saat penjual berhenti menjual secara hard selling dan mulai menunjukkan perhatian untuk membantu memenuhi kebutuhan dan harapan pelanggan, maka pembelian dari mereka justru meningkat. Buku ini sarat dengan kumpulan pengalaman terbaik dalam mempraktikkan strategi menjual dengan cara membantu pelanggan. Berhenti menjual dan mulai membantu adalah cara menjual yang semakin diterima oleh setiap orang dan setiap perusahaan.

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prima mebel: New York Supreme Court ,

prima mebel: Pohon Akasia dan Nilai Ekonomisnya Panuwun Budi, 2024-06-05 Pohon akasia merupakan salah satu jenis pohon yang memiliki ciri khas daunnya yang kecil dan berbentuk bulat serta memiliki warna hijau yang cerah. Pohon akasia dapat tumbuh hingga mencapai ketinggian yang cukup tinggi, bahkan mencapai 20 meter. Tumbuhan ini dapat dengan mudah ditemukan di daerah-daerah tropis dan subtropis di seluruh dunia, seperti Asia, Amerika, dan Australia. Oleh karena itu, kayu akasia sering digunakan dalam industri mebel dan konstruksi, serta untuk membuat perabotan rumah tangga, seperti sendok, garpu, dan alat-alat masak lainnya. Selain kegunaannya yang praktis, pohon akasia juga sering ditanam sebagai tanaman hias karena keindahan daun dan bunganya. Buku ini membahas tentang pohon akasia dan nilai ekonomisnya.

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prima mebel: Representative English Plays from the Middle Ages to the End of the Nineteenth Century John Strong Perry Tatlock, 1916

prima mebel: Obcy ludzie Jerzy Broszkiewicz, 2021-06-23 Jerzy Broszkiewicz znany jest przede wszystkim jako autor książek dla młodzieży. Jednak w jego dorobku są także powieści dla dorosłego

czytelnika. I to bardzo dobre powieści. „Obcy ludzie” jest właśnie jedną z nich. Książka dzieli się na trzy części. Pierwsza ukazuje dzieciństwo bohatera powieści, Henryka, druga — pierwsze wejście w dorosłość, gimnazjum, trzecia — rzeczywiste dorastanie, także polityczne. W sumie kilkanaście lat, obejmujących prawie całe międzywojenne dwudziestolecie aż po ostatnią przedokupacyjną wiosnę. Pierwsze młodzieńcze bunty wobec zła świata, wybór ideologii (od kontaktów z grupą faszystującą po świadomą przyjaźń z młodzieżą komunistyczną), próby ustalenia wzajemnych relacji „świat — a ja”, „ludzie — a ja”, ukazane są tu w ostrym przeciwstawieniu ze światem „obcych”, strasznych mieszczan, przywykłych do kompromisu i egoistycznej wygody. (Marta Fik: „Broszkiewicz”) Projekt okładki: Marcin Labus

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prima mebel: *Zdrada Kopernika* Artur Górski, 2021-03-17 Powieść autora serii o gangsterze MASA! Napisana w XVI wieku „Narratio prima, książka, w której ujawnione zostać miały teorie Kopernika, staje się obiektem zainteresowania członka mafii. Na tym nie koniec tajemnic związanych z Kopernikiem – trwają także badania nad domniemaną kochanką uczonego, Anną Schilling. W niezwykle wydarzenia kryminalne zostaje wciągnięty główny bohater powieści, Łukasz Dybowski. Opowieści o śledztwach prowadzonych przez Łukasza Dybowskiego. Artur Górski - pisarz, dziennikarz, korespondent wojenny. Wielokrotnie wyróżniany i nagradzany, książka „Z ringu do piekła” stała się bestsellerem tygodnika „Wprost. „Masa o kobietach polskiej mafii i „Masa o pieniądzech polskiej mafii” zostały nominowane do nagrody Bestsellery Empiku 2014 (kat. literatura faktu). Statuetkę i tytuł otrzymała pierwsza część cyklu.

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prima mebel: *Geographical Indication and Global Agri-Food* Alessandro Bonanno, Kae Sekine, Hart N. Feuer, 2019-06-25 This book addresses the relevance of geographical indication (GI) as a tool for local and socio-economic development and democratization of agri-food, with case studies from Asia, Europe and the Americas. A geographical indication is a sign used on products that have a specific geographical origin and possess qualities or a reputation that are due to that origin. It provides not only a way for businesses to leverage the value of their geographically unique products, but also to inform and attract consumers. A highly contested topic, GI is praised as a tool for the revitalization of agricultural communities, while also criticized for being an instrument exploited by global corporate forces to promote their interests. There are concerns that the promotion of GI may hamper the establishment of democratic forms of development. The contributing authors address this topic by offering theoretically informed investigations of GI from around the world. The book includes case studies ranging from green tea in Japan, olive oil in Turkey and dried fish in Norway, to French wine and Mexican Mezcal. It also places GI in the broader context of the evolution and trends of agri-food under neoliberal globalization. The book will be of interest to researchers, policy makers and students in agri-food studies, sociology of food and agriculture, geography, agricultural and rural economics, environmental and intellectual property law, and social development.

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prima mebel: *Non si uccide di martedì* Andrea Molesini, 2023-07-04T00:00:00+02:00 Una commedia nera ambientata negli anni del fascismo tra Venezia e Rodi. Attorno al testamento di una vedova molto ricca si dispiegano torbide relazioni familiari e intrecci criminali, mentre Venezia si affaccia prepotente con la Giudecca e le chiese, il Caffè Florian e l'eterna magia dell'acqua.

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prima mebel: *A Modern Family* Helga Flatland, 2019-06-13 A family holiday creates unexpected drama when Liv, Ellen and Håkon's elderly parents announce their decision to divorce. The Norwegian Anne Tyler makes her English debut in a beautiful, insightful and perceptive novel.

Winner of the Norwegian Booksellers' Prize _____ 'The most beautiful, elegant writing I've read in a long time. If you love Anne Tyler, you will ADORE this' Joanna Cannon 'A thoughtful and reflective novel about parents, siblings and the complex - and often challenging - ties that bind them' Hannah Beckerman, Observer 'I absolutely loved its quiet, insightful generosity' Claire King _____ When Liv, Ellen and Håkon, along with their partners and children, arrive in Rome to celebrate their father's seventieth birthday, a quiet earthquake occurs: their parents have decided to divorce. Shocked and disbelieving, the siblings try to come to terms with their parents' decision as it echoes through the homes they have built for themselves, and forces them to reconstruct the shared narrative of their childhood and family history. A bittersweet novel of regret, relationships and rare insights, *A Modern Family* encourages us to look at the people closest to us a little more carefully, and ultimately reveals that it's never too late for change...

_____ 'The author has been dubbed the Norwegian Anne Tyler and for good reason. Three generations of a family head on a holiday to Italy to celebrate patriarch Sverre's 70th birthday - but he and his wife have life-changing news to share. If you love books about dysfunctional families, you'll love this' Good Housekeeping 'As they rebuild their childhood memories, it's telling that their perceptions of themselves and their family relationships are so dramatically different. In quiet prose, Helga Flatland writes with elegance and subtle humour to produce a shrewd and insightful examination of the psychology of family and of loss' Daily Express 'I love the sophistication, directness and tenderness of this book' Claire Dyer 'So perceptive and clever' Rónán Hession 'This is a super exploration of families that I'd urge you to read for the subtle prose, with well defined characters and a strong storyline' Sheila O'Reilly 'It is the most satisfying book that I've read in a long time, and the most clear-eyed, honest, yet sympathetic examination of relationships that I have ever read. The subtlety with which she portrays the inconsistencies between how the characters see each other versus how they see themselves is masterful' Sara Taylor 'Reading Helga Flatland's *A Modern Family* is like watching the sun rise on a cloudy horizon; light whispers and dances and breaks over the clouds. Layers of deliciously cumulative insight - a moving and exquisite read' Shelan Rodger 'A beautifully written novel, bittersweet, moving and poignant ... a wise novel of great insight' New Books Magazine 'Flatland has the gift that I most often covert in the work of other writers: the ability to make everyday events compelling ... an utterly compelling and satisfying read. It reminds us how full and rich life is, how the quietest existence can brim with urgency and drama' Ann Morgan 'A novel that prods and provokes ... fascinating, incredibly profound, yet somehow tender, this really does encourage an exploration of a modern family' LoveReading

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