

PRINCIPLES OF RETAILING

Principles Of Retailing

S.C. Bhatia



Principles Of Retailing:

Principles of Retailing John Fernie, Suzanne Fernie, Christopher Moore, 2015-04-24 Retailing is one of the biggest and most important sectors in today's economy. Graduates who are seeking a career in the sector will therefore require a solid knowledge of its core principles. The Principles of Retailing Second Edition is a topical, engaging and authoritative update of a hugely successful textbook by three leading experts in retail management, designed to be a digestible introduction to retailing for management and marketing students. The previous edition was praised for the quality of its coverage, the clarity of its style and the strength of its sections on operation and supply chain issues such as buying and logistics, which are often neglected by other texts. This new edition has been comprehensively reworked in response to the rapid changes to the industry, including the growth of online retail and the subsequent decline of physical retail space and new technologies that improve customer experience and help track consumer behaviour. It also builds upon the authors' research over the last decade with new chapters on offshore sourcing and CSR and product management, in addition to considerable revisions to existing chapters to highlight changes in online retailing and e-tail logistics, retail branding, retail security, internationalisation and the fashion supply chain. This edition will also be supported by a collection of online teaching materials to help tutors spend less time preparing and more time teaching.

Principles of Retail Management Rosemary Varley, Mohammed Rafiq, 2004

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Instructor's Course Outline United States Armed Forces Institute, 19??

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A HANDBOOK OF RETAIL MANAGEMENT: PRINCIPLES & PRACTICES Dr. Dipa Mitra,

Principles and Methods of Retailing James H. Greene, 1924

Principles of Retailing Committee on Retailing, 1955

Retailing, Principles & Practices Dale M. Lewison, M. Wayne DeLozier, 1982

Retail Marketing Management Helen Goworek, Peter J. McGoldrick, 2015

The unique approach of Retail Marketing combines theory with current retail concepts and international examples. It starts by looking at the nature of retailing as an activity and then introduces retail marketing, followed by a discussion of consumer behaviour, the retail marketing mix and other important issues such as location strategies, branding, the application of IT and ethics. The author takes an integrated approach to explaining the process of internationalisation, which is reinforced by a wealth of international examples. The book is ideal for undergraduate and postgraduate students taking courses in retail marketing as well as those studying for marketing and business degrees where retail marketing is a core module.

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Retail Management S.C. Bhatia, 2008

Education Manual United States. War Department, 1944

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