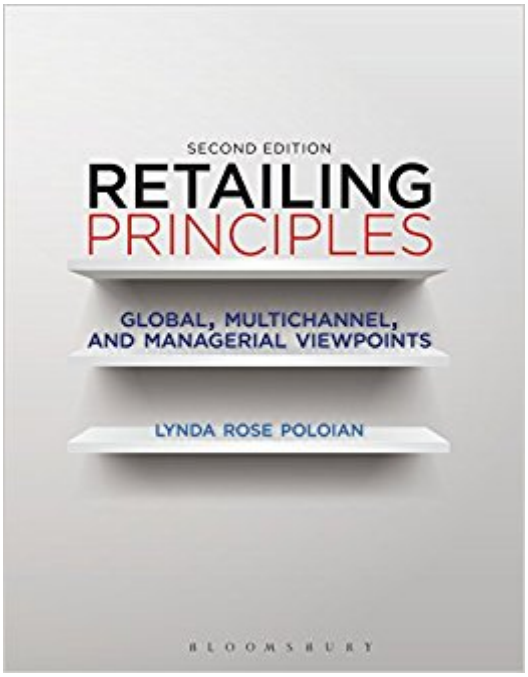
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Retailing Principles Second Edition: Global, Multichannel, And Managerial Viewpoints



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Synopsis

What is retailing today? Who are the players and how do they operate? And what will happen tomorrow? These are just some of the questions addressed by Retailing Principles: Global, Multichannel and Managerial Viewpoints, 2nd Edition, which has been thoroughly updated to reflect current trends and conditions in the global retail market. An essential companion for any student seeking a career in the world of retail, the text focuses on the strategies that retailers both large and small are employing to thrive in this challenging economic climate, and in a marketplace where globalization, multi-channel retailing, and issues of sustainability are dominant factors.

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