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Full-color, completely current, and packed with practical applications, the Eighth Edition of RETAILING puts students on the inside track to success in the fast-moving retail industry. RETAILING is written by a seasoned author team whose expertise informs every page and whose innovative approach has earned this market-leading text endorsement by the National Retailing Federation. While others may focus on lackluster descriptions of retailers and their most mundane tasks, Dunne, Lusch, and Carver bring retailing to life, covering the latest developments in the field and detailing behind-the-scenes stories in a conversational style enlivened by full-color pictures and illustrations. RETAILING emphasizes the impact of technology and the Internet, as well as giving solid coverage to international topics and issues unique to service providers. The text also includes a thorough, integrated study guide with review questions, writing and speaking exercises, cases covering diverse retail operations, a computer spreadsheet case, and more. In addition, Planning Your Own Retail Business exercises focus on problems small business managers and owners face in day-to-day operations, helping students appreciate the financial impact of retail decisions. This engaging, reader-friendly text vividly illustrates how fun, exciting, challenging, and rewarding a career in retailing can be, even while helping students hone their skills and creativity to stay ahead of the competition and navigate an ever-changing economic environment. Available with InfoTrac Student Collections <http://goengage.com/infotrac>. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Full-color, completely current, and packed with real-world cases and practical applications, this market-leading text brings retailing to life, vividly illustrating how fun, exciting, challenging, and rewarding a career in retailing can be, while helping you hone your skills and creativity to prepare for success in the fast-moving retail industry

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Focusing on the environment, market research, buyer behavior, cyber marketing, and positioning, this newly revised edition based primarily on South African companies provides a comprehensive overview of marketing theory.

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.

Most of us think we know something about retailing: we shop, we buy, we consume. But retailing, perhaps more than any other economic sector, has been transformed fundamentally over the last thirty years, both economically and culturally. Featuring work from seminal theorists in the area and charting the development of retailing as an important discipline in its own right, this superb volume examines the key themes in contemporary retailing. Organized into five sections, each of which includes an illuminating editorial overview, The Retailing Reader examines: consumers and shoppers retail branding and marketing merchandising and buying; strategy, power and policy international retailing. Extensive case studies include an analysis of the British grocery market, the strategies embodied by Nike Town stores, and the development of retail economies in China and Latin America. The Retailing Reader presents a comprehensive overview of this important area of study, and is an ideal companion for any student of retailing, marketing or business and management.

Retail Marketing offers a thorough look into retail management, with coverage of advertizing, location, pricing, policies, administration, the customer and more. Features include: the strategic planning model; retailing in action scenarios that discuss ethics, international retailing or competitive strategy; and legal and financial chapters that offer coverage of financial planning and statements, including a six-month merchandizing budget.

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