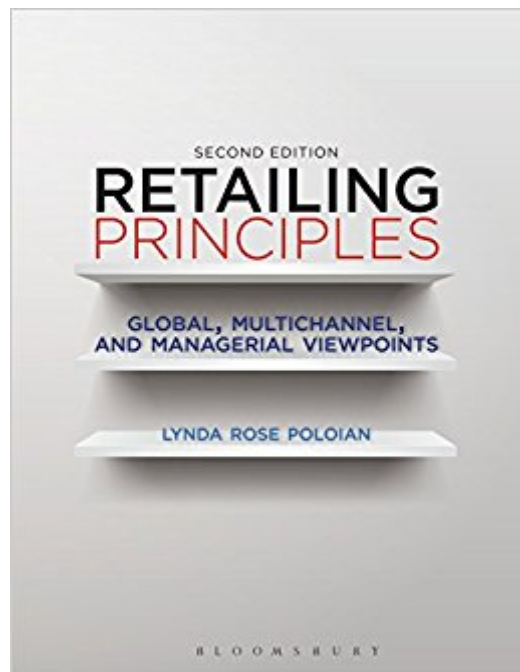




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Retailing Principles Second Edition: Global, Multichannel, And Managerial Viewpoints



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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This book keeps you abreast of the latest retailing trends. While also giving students the foundations they need to be successful in the retailing marketplace. --Joe Hancock, Drexel University

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: A Global Outlook*, 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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