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Retailing Management



Synopsis

Retailing is a high-tech, global, growth industry that plays a vital economic role in society. The authors'™ objective in preparing the eighth edition is to stimulate student interest in retailing courses and careers by capturing the exciting, challenging, and rewarding opportunities facing both retailers and firms that sell their products and services to retailers, such as IBM and Proctor & Gamble. The textbook focuses on the strategic issues facing the retail industry and provides a current, informative, & oegood read& • for students. The Eighth Edition maintains the basic philosophy of previous editions while focusing on key strategic issues with an emphasis on financial considerations and implementation through merchandise and store management. These strategic and tactical issues are examined for a broad spectrum of retailers, both large and small, domestic and international, selling merchandise and services.

Book Information

Series: Retailing Management

Hardcover: 704 pages

Publisher: McGraw-Hill Education; 8 edition (January 19, 2011)

Language: English

ISBN-10: 0073530026

ISBN-13: 978-0073530024

Product Dimensions: 8.8 x 1.1 x 10.9 inches

Shipping Weight: 3.6 pounds

Average Customer Review: 4.4 out of 5 starsÂ Â See all reviewsÂ (33 customer reviews)

Best Sellers Rank: #90,679 in Books (See Top 100 in Books) #69 inÂ Books > Business & Money > Industries > Retailing #133 inÂ Books > Textbooks > Business & Finance > Marketing #325 inÂ Books > Textbooks > Business & Finance > Management

Customer Reviews

Format change with this edition and some of the information moved around. Had to pay close attention to the Edition for my online class. The layout for this edition was easy to read and the information was solid and helpful.

Up to date and well put together, with relevant professional's tales. This is a nice professional's reference style read, this 'older' copy is not far off the next edition and is way cheaper to purchase.

this book is a text book used by walmart thru their life long learning program set up at American Public University. It shows how decisions are made for management of businesses and what they are based upon.

I use this book for my retailing class, and it's very interesting, and has a lot of useful information for people studying marketing. If your interested in marketing, and or retailing this book is for you, even if it's not required.

We experienced in our company, that most book are just scratching the surface. But this book goes deeper and helps to keep an good overview about the most important things. We are missing more examples of possible softwares (we are using <http://www.visual-storemanager.de> for example) but there are good hints for finding the right management tools.

bought a few moths ago for \$62 dollars, if I would have bought it new at my college book store I would have paid over \$175 dollars, it arrived just in time for my marketing class. The book is in excellent condition, has no scratches, tearing,or any type of writing. bought it used but it smells like new! saved a ton of money. Planning in keeping it for a while before I resell it.

I needed this book for one of my course at university.the book is very clear and simple to understand. There are a lot of examples and images and that make the reading more interacting.

Marketing in a book is boring so I really look at the definitions and chapter cliff notes and call it a day.

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