

Retail Management: A Global Perspective

Retail Management: A Global Perspective is the definitive textbook for retail students and professionals. With global case studies and best practices, it offers a comprehensive overview of the retail industry

What You'll Learn

- The history of retail and its evolution in the global marketplace
- The different types of retail formats and their target markets
- The key elements of retail strategy, including market positioning, product assortment, pricing, and promotion
- The role of technology in retail, from e-commerce to mobile commerce
- The challenges and opportunities facing the retail industry in the 21st century

Why This Book?

- **Comprehensive:** Covers all aspects of retail management, from strategy to operations.
- **Global:** Features case studies and examples from around the world.
- **Up-to-date:** Includes the latest trends and developments in the retail industry.
- **Engaging:** Written in a clear and concise style with engaging examples and case studies.

Who Should Read This Book?

- Students of retail management
- Retail professionals looking to advance their careers
- Anyone interested in the retail industry

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Retail Management: A Global Perspective by Fred E. Basten

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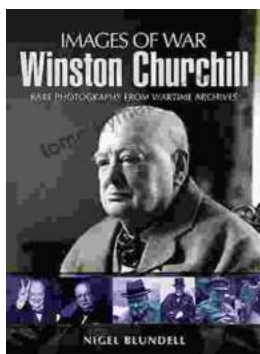
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