

Retailing Patrick Dunne

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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

a collection of case studies intended to illustrate to students the more complicated and sophisticated management issues that retailers face cases address a variety of retailing issues and range from 8 to 12 pages in length each

intended for a first course in retailing this book takes a practical approach focusing on what someone entering the field would need to know the theory is discussed and explained but not analyzed

appropriate for courses in principles of retailing or retail management at colleges and universities this thorough canadianization of a best selling us text continues the tradition as one of the most comprehensive and contemporary texts on the subject of retailing the text examines contemporary issues explores many challenging problems and investigates the myriad of changes that retailers must struggle with as they enter the twenty first century

taking a strategic perspective this text covers developments in retailing and reflects the changing job market with the centralization of the buying function and limited jobs for buyers topics covered include category management international sourcing decisions activity based costing quick response inventory systems and data based retailing there is a new chapter on electronic retailing and location and examples include international service retailers and small independent retailers

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