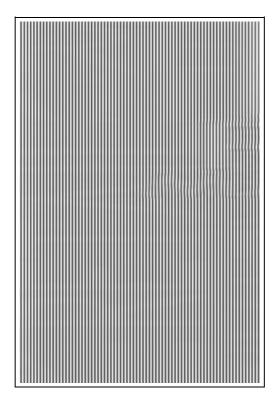
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2009. Paper Back. Condition: New. 319 This Book presents the intricacies of retailing from both academic and practical points of view. New changing Business practices are actuating changes in the retail environment. Dearth of time and increase in incomes of public has created a need for new types of retail formats. This means retailers will have to have knowledge of knowing their customers and anticipating their needs. As the economic structure in India is changing so is the field of retailing. Malls, supermarkets, shopping outlets have mushroomed, calling for the practical application of modern Management techniques to run them effectively and efficiently. This calls for retail managers to be expert at designing, planning, marketing, pricing, and promotion. This book presents the subject of Retailing as no other book in the market does. It introduces the subject in an absorbing way, is stimulating and motivates readers. This is a must-have book for everyone engaged in retail management. About The Author:- Madhukant Jha has served at various senior managerial positions in a variety of companies. Beginning in 2003, he came into the field of management education. He has taught in diverse settings, such as universities, management schools, and has given lectures to management professionals. Contents:- Contents, Preface vii, 1. Introduction 1, Defining Retail Management, Challenges being Faced, The World, Stage, 2. The Environment of Retail Management 15, Introduction, The Changing Consumer, Summary, 3. Theories Advocating Retail Management Concept 39, Introduction, Cyclical Theories, Environmental Theories, Conflict, Theory, Combined Theory, Summary, 4. Retail Strategy 57, Introduction, The Strategic Planning Process, Corporate Strategy, and Objectives, Environmental Analysis, Strategic Choice, Expansion, Strategies, Evaluating Strategies, Catchment: Definition and Site, Selection, Types of location, Summary, 5. Development of Retail Marketing 85, Introduction, Marketing Environment, Profiling Understanding, Custo





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