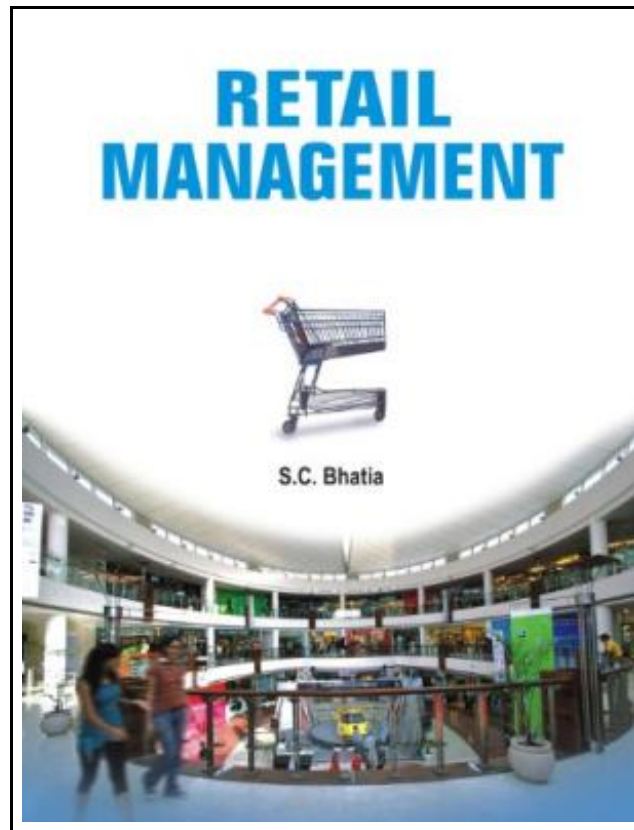


## Retail Management Fails



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Atlantic Publishers & Distributors (P) Ltd, 2008. Softcover. Book Condition: New. Preface; 1. An Introduction to Retailing; 2. Retail in India; 3. International Retailing; 4. Channels of Distribution; 5. Retailing and the Competitive Environment; 6. Customers; 7. Formulating and Implementing Retail Strategy; 8. Retail Location; 9. Store Design and Layout; 10. Category Management; 11. Supply Chain Management; 12. Retail Buying; 13. Retail Brands; 14. Retail Pricing; 15. Retail Promotion Strategy; 16. Retail Services; 17. Human Resource Management (HRM); 18. Inventory Management and Control; 19. Financial Planning and Control; 20. Internet Retailing; 21. Information Technology and Retailing; 22. Managing in Good Times and Bad: Dealing with Booms and Slumps; 23. Legal and Ethical Issues in Retailing; Glossary; References; Index Retailing is the set of business activities that adds value to the products and services sold to consumers for their personal or family use. Often people think of retailing only as the sale of products in stores. But retailing also involves the sale of services: overnight lodging in motel, a doctor's exam, a haircut, a video-tape rental or a home-delivered pizza. Not all retailing is done in stores. A retailer is a business person who sells products or services or both, to consumers for their personal or family use. Retailers attempt to satisfy consumer needs by having the right merchandise, at the right price, at the right place, when the consumer wants it. Retailers also provide markets for producers to sell their merchandise. Retailers are the final business in a distribution channel that links manufacturers to consumers. A distribution channel is a set of firms that facilitate the movement of products from the point of production to the point of sale to the ultimate consumer. Retail Management is a comprehensive textbook designed to meet the needs of all the students and teachers...



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