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INTRODUCTION TO RETAILING, SEVENTH EDITION

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South Western/Cengage Learning India, 2012. Softcover. Book Condition: New. 5th or later edition. Created by the authors, the INTRODUCTION TO RETAILING Web site offers myriad teaching and learning resources, including additional true/false and multiple-choice questions for every chapter to help students review and apply the text material, a section devoted to retailing career choices, and ongoing updates and new examples of retailing concepts and practices covered in the chapters. INTRODUCTION TO RETAILING equips students with a solid understanding of the various activities that retailers conduct on a daily basis and how they interrelate, skillfully illustrating how retailers must use both creativity and analytical skills in order solve problems and pursue opportunities in today`s fast-paced environment. Included in every chapter, unique boxed features relate real-world examples to text material, often while incorporating humor or highlighting innovative business strategies. "Retailing: The Inside Story" presents interesting details of a specific retailing event or decision, while "Global Retailing" highlights key trends and events in international retailing. "What`s New?" explores the impact of technology (especially the Internet) on retailers, and "Service Retailing" addresses issues unique to service providers. Each chapter closes with a thorough study guide, including review, discussion, and multiple-choice questions tied to learning objectives, while Writing and Speaking Exercises (mini cases) help instructors bolster oral/written communication skills and teamwork, and a Retail Project requires students to visit a library or Web site to complete exercises. Covering the spectrum of retail operations, case studies integrated throughout the text present important retailing issues through real-world stories of department stores, specialty shops, direct retailing, hardware stores, grocers, discount and convenience stores, and more. New to this edition: Nearly all of the text`s 70 cases and story boxes, including "Global Retailing," "Service Retailing," "Retailing: The Inside Story," and "What`s New?" features, reflect today`s ever-changing, fast-paced retail industry....

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