



Retail Management

By Madhukant Jha

2009. Hardcover. Condition: New. 328 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...



READ ONLINE
[5.87 MB]

Reviews

A top quality publication along with the font used was intriguing to read. I really could comprehend everything using this written e ebook. Its been designed in an remarkably straightforward way and it is only after i finished reading through this publication by which basically altered me, modify the way i believe.

-- Cathrine Larkin Sr.

Very useful to all of group of people. I actually have read through and so i am certain that i will planning to study yet again once again down the road. I am just very easily can get a satisfaction of looking at a created book.

-- Mark Bernier