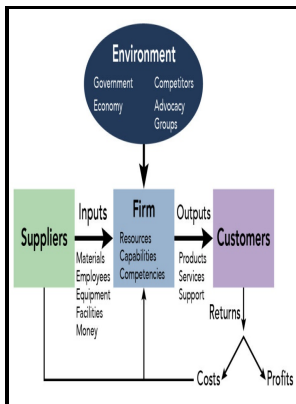


Modern retailing - management principles and practices

Wiley - Modern Day Retail Marketing Management



Description: -

- Retail trade.Modern retailing - management principles and practices

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Notes: Includes bibliographies and index.

This edition was published in 1987



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Modern Approach to Management

The reason is that there is a restoring the in inputs in this process. Hence, situational or contingency approach is emerged. System Approach : This is a newly developed approach which came existence in 1960.

Shlomo Kalo

The degree of centralization or decentralization a firm should adopt depends on the specific organization. In order to appeal to all classes of the society, retail stores would have to identify with different lifestyles. Modern Approach to Management: Quantitative Approach, System Approach, Contingency Approach and Other Approaches M odern Approach to Management — Quantitative Approach, System Approach, Contingency Approach and Other Approaches The modern approach to management was developed around the year 1950.

Modern delivery

Besides knowing what was purchased and by whom, information on softer issues such as demographics and psychographics is captured. The management must analyse the external factors of resource availability, current technological trends, market trends and social changes.

Modern retailing (1992 edition)

The chief advantage of the approach is to solve complex problems quickly. It is subject to changes from within and outside to meet the needs of an organization. Each factor influences the other factors and is influenced by others.

Modern retailing (1992 edition)

Globally, retailing is a customer-centric with a emphasis on innovation in products, processes and services. Even among retail enterprises that employ hired workers, the bulk of them use less than three workers. Authors have tried to keep the language very simple lucid and racy so that you are inspired to read on.

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