



Retail Management: A Global Perspective: Text and Cases, (Revised Edition)

By Dr Harjit Singh

S. Chand & Company Ltd, 2014. Softcover. Book Condition: New. 3rd edition. 1. A chapter summary is provided at the end of each chapter that establishes a mechanism for the efficient review of important topics. 2. A series of cases are presnetd throughout the book which requiers the readers to recall important concpets and understand their practical relevance while suggesting solutions for the problems laid down. These case studies can also serve as a basic for effective gorup or individual presentations. 3. Answers to `check your progress`, and Exercises and Questions are included at the end of ecah chapter so that the readers can test their knowledge of essential concepts and applications. These questions not only aid in preparing for class presentations but review for exams also. 4. Lucid and simple language to understand much talked and less understood subject of retailing. Contents: Section-I: Retailing Introduction 1. Introduction to Retailing 2. Retailing Formats 3. Consumer Behaviour Section-II: Retailing Strategy 4. Store Location 5. Retail Marketing Segmentation 6. Strategic Planning in Retail 7. Financial Startegy 8. Inventory Management Section-III: Managing Merchandise 9. Planning Merchnadise Assortments 10. Merchnadise Buying Systems 11. Branding Strategies 12. Presenting Merchnadise 13. Merchnadise Pricing Section-IV: Store Management...



READ ONLINE
[6.49 MB]

Reviews

An extremely wonderful book with lucid and perfect information. It is one of the most awesome publication i have read. Your life period will probably be enhance the instant you total looking at this pdf.

-- Prof. Dan Windler MD

It is really an amazing publication i actually have at any time read. It is really simplistic but unexpected situations inside the 50 percent of your pdf. Its been written in an exceptionally simple way in fact it is just right after i finished reading this ebook where actually transformed me, alter the way i really believe.

-- Dr. Celestino Spinka III