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On a global basis, the world's ten largest retailers generated sales of U.S.\$741.9 billion in 2003. Of these ten companies, six are based in the United States, a finding that would not surprise Canadians, who are very familiar with U.S. firms. See Figure 1-4. 4 Part One| An Overview of Strategic Retail Management Fig 1-2 new to come

An Overview of Strategic Retail Management - Pearson

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