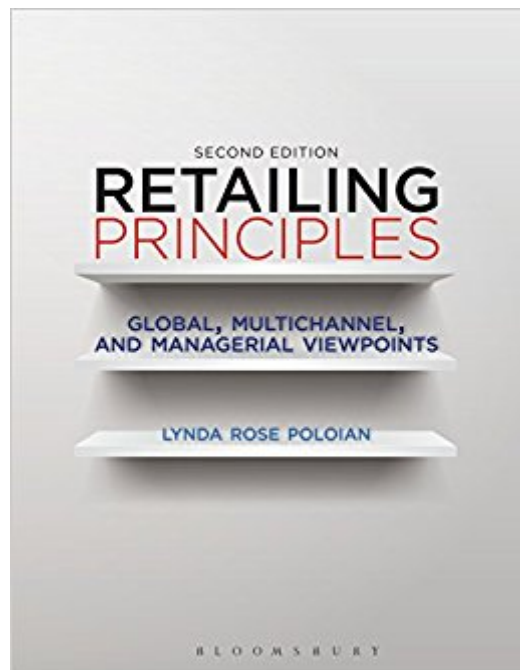




Ebook Directory
the best source of ebook

The book was found

Retailing Principles Second Edition: Global, Multichannel, And Managerial Viewpoints



Synopsis

What is retailing today? Who are the players and how do they operate? And what will happen tomorrow? These are just some of the questions addressed by *Retailing Principles: Global, Multichannel and Managerial Viewpoints*, 2nd Edition, which has been thoroughly updated to reflect current trends and conditions in the global retail market. An essential companion for any student seeking a career in the world of retail, the text focuses on the strategies that retailers both large and small are employing to thrive in this challenging economic climate, and in a marketplace where globalization, multi-channel retailing, and issues of sustainability are dominant factors.

Book Information

Hardcover: 592 pages

Publisher: Fairchild Books; 2 edition (March 15, 2013)

Language: English

ISBN-10: 1563677423

ISBN-13: 978-1563677427

Product Dimensions: 8.6 x 1.6 x 282.4 inches

Shipping Weight: 4.9 pounds (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 stars 1 customer review

Best Sellers Rank: #91,896 in Books (See Top 100 in Books) #38 in [Books > Business & Money > Industries > Fashion & Textile](#) #71 in [Books > Business & Money > Industries > Retailing](#) #181 in [Books > Arts & Photography > Graphic Design > Commercial > Fashion Design](#)

Customer Reviews

This book keeps you abreast of the latest retailing trends. While also giving students the foundations they need to be successful in the retailing marketplace. --Joe Hancock, Drexel University

What is retailing today? Who are the players and how do they operate? And what will happen tomorrow? These are just some of the questions addressed by *Retailing Principles: A Global Outlook*, 2nd Edition, which has been thoroughly updated to reflect current trends and conditions in the global retail market. An essential companion for any student seeking a career in the world of retail, the text focuses on the strategies that retailers both large and small are employing to thrive in this challenging economic climate, and in a marketplace where globalization, multi-channel retailing and issues of sustainability are dominant factors.

It came fast and was right on time for class we were very pleased!

[Download to continue reading...](#)

Retailing Principles Second Edition: Global, Multichannel, and Managerial Viewpoints Horngren's Financial & Managerial Accounting, The Managerial Chapters (5th Edition) The Viewpoints Book: A Practical Guide to Viewpoints and Composition Constructing a Life Philosophy: Opposing Viewpoints (Opposing Viewpoints Series) Merchandising Mathematics for Retailing (5th Edition) (Fashion) Retailing Management, 9th Edition Merchandising Math for Retailing (4th Edition) Experiential Retailing: Concepts and Strategies That Sell Retailing in Emerging Markets Merchandising Mathematics for Retailing (Fashion) Isn't It Obvious?: A Business Novel on Retailing Using the Theory of Constraints Fashion Retailing: A Multi-Channel Approach Fashion Retailing: From Managing to Merchandising (Basics Fashion Management) No Bull Review - Global History and Geography Regents: Global 1 and Global 2 Format Sold into Extinction: The Global Trade in Endangered Species: The Global Trade in Endangered Species (Global Crime and Justice) Managerial Economics in a Global Economy Principles of Managerial Finance (14th Edition) (Pearson Series in Finance) Principles of Managerial Finance, Brief (7th Edition)- Standalone book (Pearson Series in Finance) Managerial and Supervisory Principles for Physical Therapists Genetically Modified Food (Global Viewpoints)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)