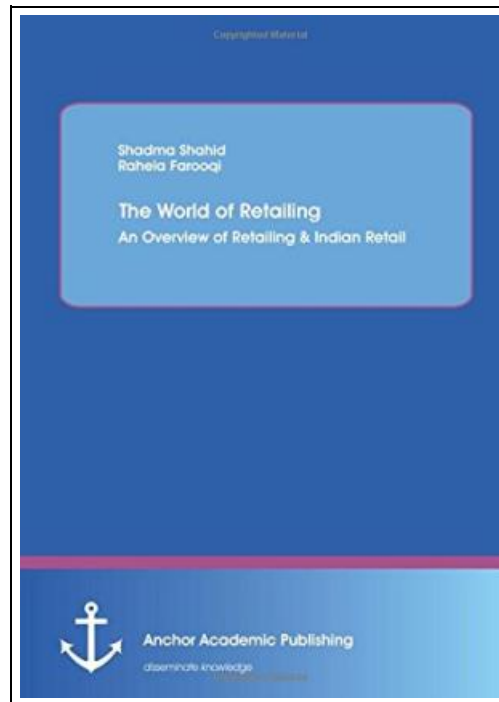


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(Torrance Vandervort)

THE WORLD OF RETAILING: AN OVERVIEW OF RETAILING & INDIAN RETAIL



Anchor Academic Publishing Okt 2015, 2015. Taschenbuch. Book Condition: Neu. 220x155x5 mm. Neuware - Retailing has been practiced from the early years of mankind in the form of barter to the current technologically sophisticated e-tailing in the 21st century. In any format, retailing involves the sale of goods and services to the final consumer. The forms of retailing are bricks-and-mortar stores, non-store bases, or a combination of a store and a non-store base. The assortment of goods in these businesses is planned, purchased, and presented by the retailer for the convenience of the consumer. We shall not cease from exploration And the end of all our exploring Will be to arrive where we started And know the place for the first time. - T.S. Eliot The objective was to gain a deeper understanding into the world of retailing, its formats, store image and current trends occurring in the retailing sector and we visualized that this exercise would provide credible insights into business metrics and processes that run the industry today. We looked further to rediscover Indian retail, an industry that has burgeoned at high velocity. It will help in identify improvement opportunities for tomorrow and lead us towards future excellence in the growing retailing sector. 84 pp. Englisch.



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