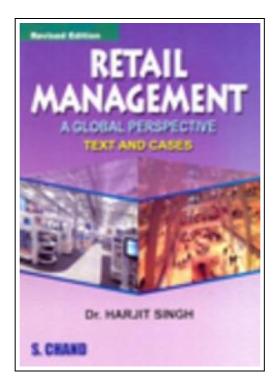
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Reviews

Very good e-book and valuable one. It really is packed with knowledge and wisdom I am just very easily could possibly get a satisfaction of reading a created pdf.

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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 Merchandise Assortments 10. Merchandise Buying Systems 11. Branding Strategies 12. Presenting Merchandise 13. Merchandise Pricing Section-IV: Store Management 14. Retail store Operations 15. Retail Loss Prevention 16. Supply Chain Management 17. Distribution Management 18. HRM in Retail Sales 19. Managing Store Employees Section-V: Retail Communication 20. Customer Service Strategies 21. Retail Sales Promotion 22. Retail Communication Mix 23. Building Customer Relationships and Competitive Advantage Section-VI: Future of Retailing 24. Retailing through Internet 25. Career Opportunities in Retail 26. The Road ahead in India Cases Glossary Subject Index Companies` Index Printed Pages: 871.



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