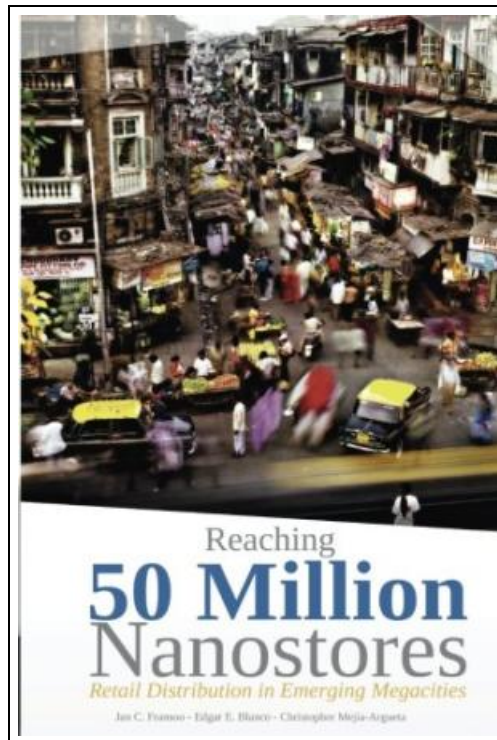


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*This written publication is wonderful. It is rally fascinating throgh reading period. I discovered this book from my dad and i suggested this publication to find out.*  
*(Keshawn Daugherty)*


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Createspace Independent Publishing Platform, 2017. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. Millions of small, family operated nanostores are the main source of consumer packaged goods in many neighborhoods of large cities across the developing world. In many of these countries, well over half of consumer goods are sold via the nanostore channel. Understanding this channel is critical for anyone selling or intending to sell into these large and fast growing markets. Tackling the logistics complexities of serving millions of nanostores is a challenge that many face, yet few master. In this book, we discuss logistics distribution and commercial route-to-market concepts for this channel and present best practices from Latin America, Asia, and North Africa. The book serves to inspire managers in marketing, sales, supply chain, distribution, logistics, and general management to develop their understanding and their business success in these growing markets. This book includes a unique set of case studies focusing on companies that have successfully created forward-looking approaches to retail operations over the world. The case studies included provide readers with a range of best practices, useful insights, and commercial and logistics strategies for serving diverse distribution channels. The authors (with extensive experience within these markets) and editors (from premier research institutions in Europe and the US) have done extensive field research over multiple years to develop the insights that are shared in this book. With the growth of convenience stores in the developed world, the insights also serve as an inspiration for those in Europe and North America that are confronted with a rapid proliferation of retail outlets as proximity shopping is becoming the norm. In the final chapter, the editors reflect on recent developments, particularly in China, where electronic commerce and nanostores are partnering to become a strong...

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