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Introduction to Retailing, Seventh Edition

By Carver,Dunne,Lusch

South Western/Cengage Learning India, 2012. Softcover. Book Condition: New. 5th or later edition. Created by the authors, the INTRODUCTION TO RETAILING Web site offers myriad teaching and learning resources, including additional true/false and multiple-choice questions for every chapter to help students review and apply the text material, a section devoted to retailing career choices, and ongoing updates and new examples of retailing concepts and practices covered in the chapters. INTRODUCTION TO RETAILING equips students with a solid understanding of the various activities that retailers conduct on a daily basis and how they interrelate, skillfully illustrating how retailers must use both creativity and analytical skills in order solve problems and pursue opportunities in today's fast-paced environment. Included in every chapter, unique boxed features relate real-world examples to text material, often while incorporating humor or highlighting innovative business strategies. "Retailing: The Inside Story" presents interesting details of a specific retailing event or decision, while "Global Retailing" highlights key trends and events in international retailing. "What's New?" explores the impact of technology (especially the Internet) on retailers, and "Service Retailing" addresses issues unique to service providers. Each chapter closes with a thorough study guide, including review, discussion, and multiple-choice questions tied to learning...



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