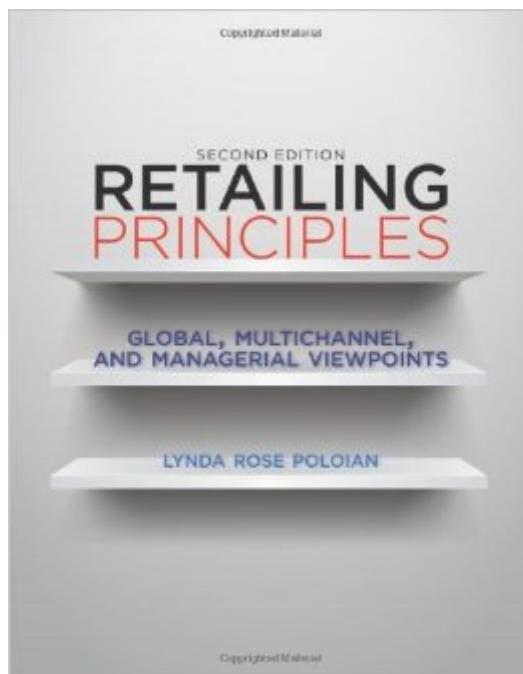


The book was found

# Retailing Principles: 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 11.1 inches

Shipping Weight: 5 pounds (View shipping rates and policies)

Average Customer Review: Be the first to review this item

Best Sellers Rank: #246,448 in Books (See Top 100 in Books) #88 in Books > Business & Money > Industries > Fashion & Textile #195 in Books > Business & Money > Industries > Retailing #586 in Books > Arts & Photography > Graphic Design > Commercial > Fashion Design

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

Retailing Principles: Global, Multichannel, and Managerial Viewpoints The Viewpoints Book: A Practical Guide to Viewpoints and Composition Constructing a Life Philosophy: Opposing Viewpoints (Opposing Viewpoints Series) Horngren's Financial & Managerial Accounting, The Managerial Chapters (5th Edition) Horngren's Financial & Managerial Accounting, The Managerial Chapters Plus MyAccountingLab with Pearson eText -- Access Card Package (5th Edition) Horngren's Financial & Managerial Accounting: The Managerial Chapters (4th Edition) The New Science of Retailing: How Analytics are Transforming the Supply Chain and Improving Performance Retailing Logistics and Fresh Food Packaging: Managing Change in the Supply Chain Retailing Management Retailing Fashion Retailing: A Multi-Channel Approach Retailing in Emerging Markets Isn't It Obvious?: A Business Novel on Retailing Using the Theory of Constraints Retailing Management, 9th Edition Merchandising Mathematics for Retailing (5th Edition) (Fashion) Principles

of Managerial Finance (14th Edition) (Pearson Series in Finance) Principles of Managerial Finance, Brief (7th Edition)- Standalone book (Pearson Series in Finance) Principles of Managerial Finance (13th Edition) Rap Music (Introducing Issues With Opposing Viewpoints) Cybercrime (Opposing Viewpoints)

[Dmca](#)