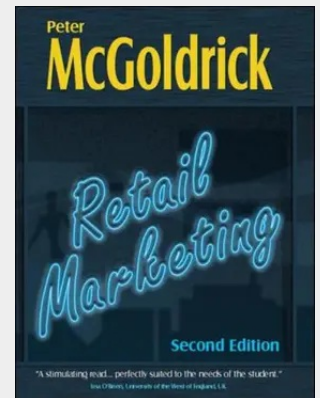


Retail Marketing

The new edition, written for all serious students of retailing, focuses upon the basic functions and challenges of retail marketing management. The text retains the analytical and scientific approach to the strategies within retail marketing, but also emphasises the vital role of flair and creativity. Current and emerging techniques are analysed, but no universal solutions are prescribed. The approach is to encourage students to develop their own frameworks and guidelines for the effective analysis of retailing problems. This revision has been significantly expanded and restructured to assist students in their understanding of retail marketing today.

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