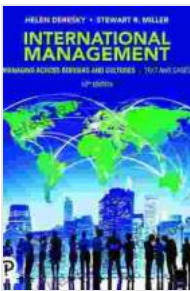


Strategic Retail Management: Text and International Cases

Strategic Retail Management: Text and International Cases provides a comprehensive overview of the strategic issues facing retailers in today's global marketplace. The book is written by a team of leading experts in the field of retail management, and it draws on the latest research and best practices from around the world.



Strategic Retail Management: Text and International

Cases by Joachim Zentes

★★★★☆ 4.3 out of 5

Language : English
File size : 14241 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 777 pages



The book is divided into three parts. Part I provides an overview of the retail industry, including the history of retailing, the different types of retail formats, and the key trends shaping the industry. Part II discusses the strategic challenges facing retailers, such as competition from online retailers, the changing consumer landscape, and the need for sustainability. Part III provides a series of case studies of successful retailers from around the world, including Amazon, Walmart, Target, and Zara.

Strategic Retail Management: Text and International Cases is an essential resource for students of retail management, as well as for professionals working in the retail industry. The book provides a clear and concise overview of the key strategic issues facing retailers, and it offers practical advice on how to develop and implement successful retail strategies.

Key Features

- Comprehensive coverage of the strategic issues facing retailers in today's global marketplace
- Written by a team of leading experts in the field of retail management
- Draws on the latest research and best practices from around the world
- Includes a series of case studies of successful retailers from around the world
- Essential reading for students of retail management and professionals working in the retail industry

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Praise for Strategic Retail Management

"**Strategic Retail Management: Text and International Cases** is a comprehensive and up-to-date overview of the strategic issues facing retailers in today's global marketplace. The book is written by a team of

leading experts in the field, and it provides practical advice on how to develop and implement successful retail strategies."

- Dr. Bernard J. Jaworski, Professor of Marketing, Emory University

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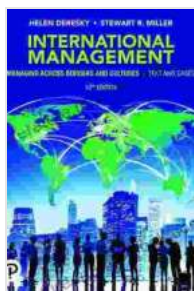
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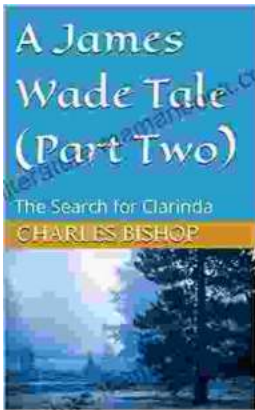
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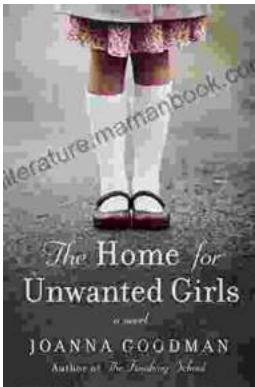
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