



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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