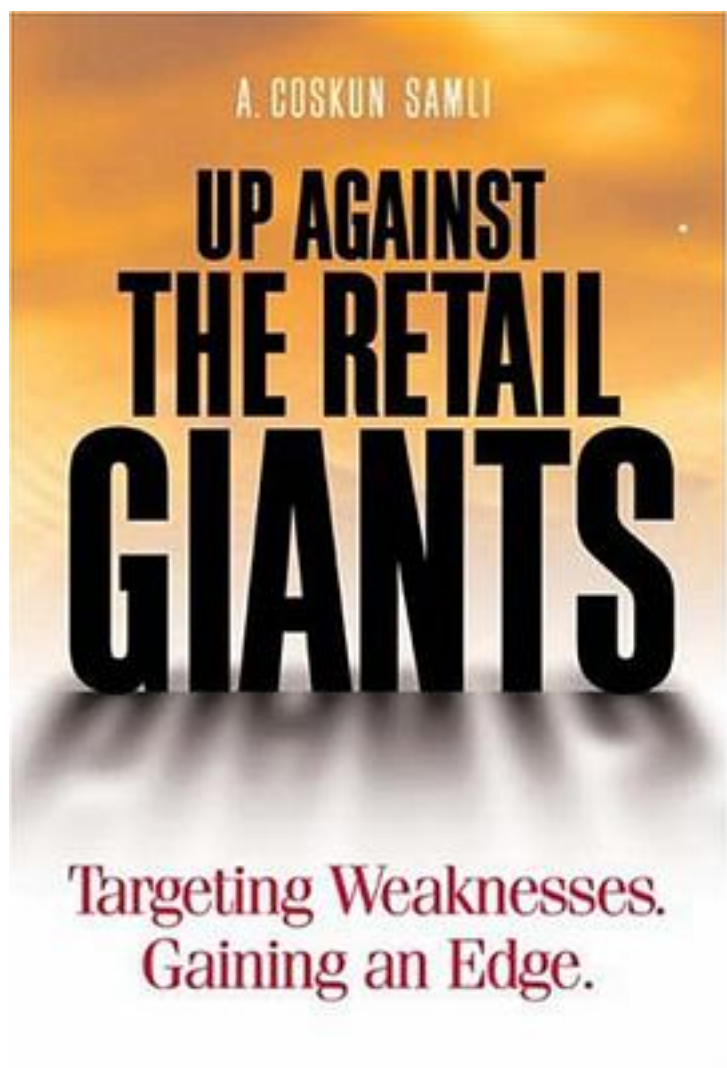


# Up Against the Retail Giants



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出版者:Thomson Learning College

出版时间:2004-11

装帧:HRD

isbn:9780324233087

Focusing on the uniqueness of small and medium retailers, this resourceful guide is packed with practical insight and covers the gamut of retail issues, emphasizing relationship management, customer service, in-store merchandise analysis, and special promotion opportunities for smaller retailers. It also uses an analytical approach to facilitate management functions at small and midsize retailers. Drawing from 25 years of experience consulting with retailers, Dr. Samli equips small and medium-size retailers with the tools to survive -and thrive -in a fiercely competitive marketplace. It's a must read for managers and entrepreneurs alike!

作者介绍:

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