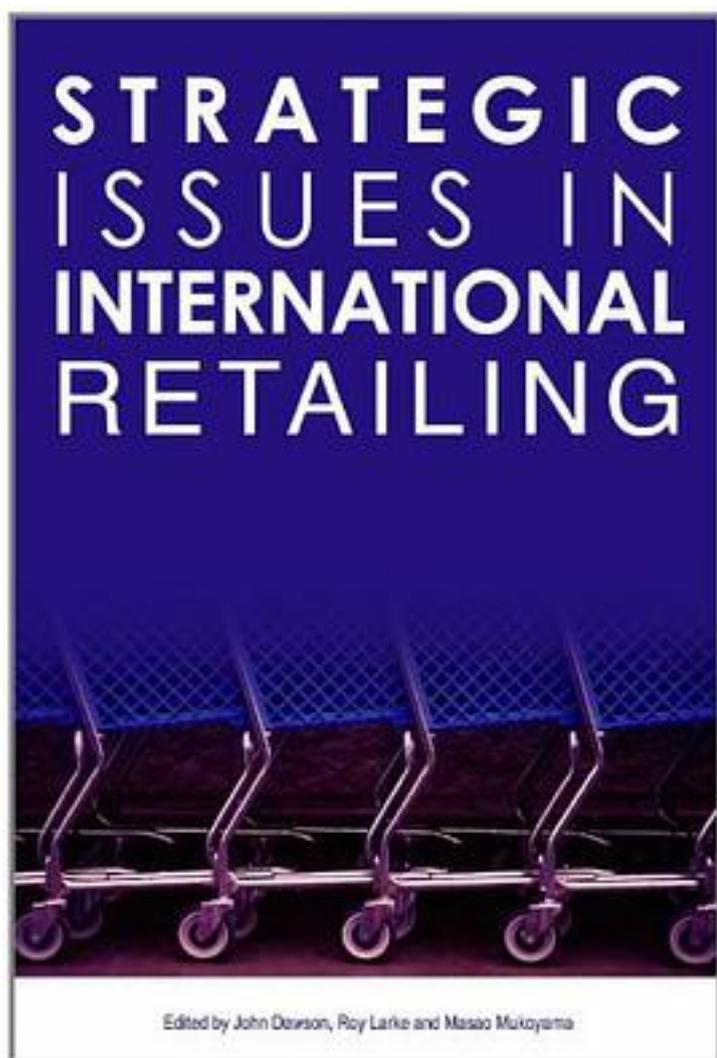


Strategic Issues in International Retailing



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As retailers become more international, the existing concepts and theories of international business fit uneasily with international retailing. Exploring key concepts in international retailing through in-depth studies of several retailers, this text provides accessible material for students at every level. Illustrating and evaluating the strategies of international retailers, developing concepts and theories that enable an understanding of international retailing and showing the contrasts in approaches adopted by major firms in their international operations, this important text is a must-read for all those studying or working in international retail.

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