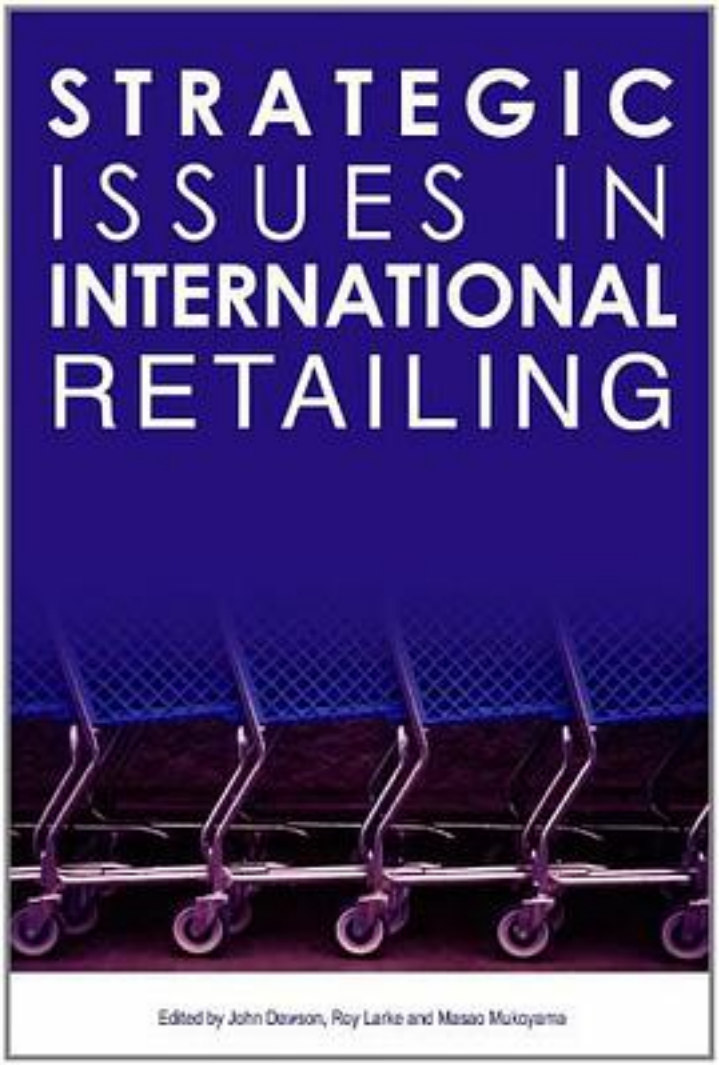
Strategic Issues in International Retailing



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著者:Dawson, John A. (EDT)/ Larke, Roy (EDT)/ Mukoyama, Masao (EDT)

出版者:Routledge

出版时间:2006-8

装帧:Pap

isbn:9780415343718

As retail becomes a globalized sector, the existing concepts and theories of international business fit uneasily with it. This significant book takes a strategic approach to this topic, examining in-depth studies of several retailers, and marrying theory with practice to clearly present 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 the 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.

作者介绍:

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