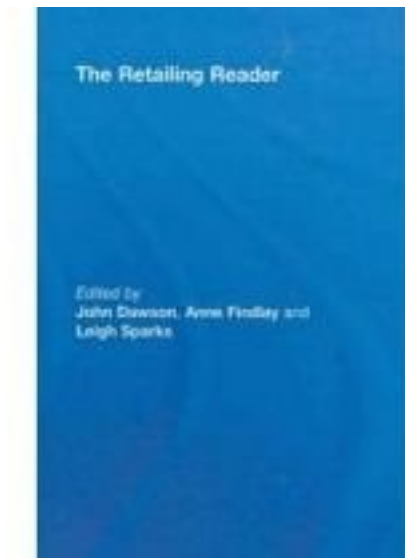


The Retailing Reader



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This text presents an international and multidisciplinary collection of articles, case studies/histories and readings, which captures the core functions, behaviors and approaches within retailing. Drawing on extensive research and experience, the editors have compiled a collection of works from those that research, study and practice retailing. This collection will be of interest to all those who study, analyze and manage retail businesses. The book draws on articles and readings from leading journals in the field and includes important recent articles as well as classics, written by recognized experts in the field. The emphasis is on research that informs the current debates about, and practice of, retailing. Each of the six sections of the text is prefaced by the editorial team with an introductory, contextual and interpretive chapter, setting the selected material in the overall context and direction of retail change. Each individual reading is introduced by a brief discussion of the author and the importance and criteria for selection of the author and this work. Each section of the book is supported

by an extensive further reading/bibliography and a case studies section that provides both specific illustrations of significant retail change and also allow readers to investigate issues through the cases.

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