

7e Retailing Principles-Practices



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The Seventh Edition of Retailing: Principles and Practices is designed to prepare students for employment in retail stores and service businesses in the 1980s.

Whether the individual is aiming for a job in selling, merchandising, store operations, finance and credit, personnel, or

sales promotion, he or she will receive from this text a solid foundation on which to pursue a career in retailing goods and services. The text focuses successively on the competencies needed for easy entry, rapid adjustment, and planned advancement in retailing. The final unit, "Becoming an Entrepreneur," enables the student to integrate the many facets of retailing into a meaningful economic function, to assess the benefits and problems associated with retailing, and to consider the possibility of becoming an entrepreneur.

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