

# Retail Management

eleventh edition

## RETAIL MANAGEMENT

A Strategic Approach



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The text that helps readers thrive in today's retailing industry.

An Overview of Strategic Retail Management; Situation Analysis; Targeting Customers and Gathering Information; Choosing a Store Location; Managing a Retail Business;

Merchandise Management and Pricing; Communicating with the Customer; Putting it all Together

For readers that want to incorporate a pre-defined and well-integrated strategy into their retail experience. This text also offers plenty of career advice and information for those seeking to expand their opportunities.

作者介绍:

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**标签**

零售

MMM

**评论**

不错。每章后面有appendix, case study.这个可以帮助每章的理解。总共20章，共8部分。1.overview 2.situation analysis 3.targeting customers and gathering infor 4.choose a store loc. 5. manage a retail business 6.merchandise managmt and pricing 7.communicating w/ customer 8.put it all together.

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**书评**

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