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Retail Management A Strategic Approach

Description: For courses in Retail Management. A contemporary text that helps students thrive in today's retailing industry. Retail Management: A Strategic Approach is built on the fundamental principle that retailers have to plan for and adapt to a complex, changing environment.Without a pre-defined and well-integrated strategy, retailers may flounder and be unable to cope with the ...

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Retail Management is designed as a one-semester text for students of retailing or retail management. Due to the flexible pedagogical elements that accompany the book and the ability of the instructor to cover all or selected chapters in the book, Retail Management has been used by four-year and two-year schools, in undergraduate and graduate courses, and by business schools and nonbusiness ...

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Retail Management: A Strategic Approach by Barry Berman

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That is the philosophy behind Retail Management: A Strategic Approach. Can retailers flourish in today's tough marketplace? You bet! Just look at your favourite restaurant, gift shop, and food store. Look at the growth of Shoppers Drug Mart/Pharma Prix, Loblaws, or such iconic examples as Canadian Tire or Tim Hortons.

An Overview of Strategic Retail Management

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Barry Berman and Joel R. Evans have worked together for more than 20 years in co-authoring several best-selling texts, including Retail Management: A Strategic Approach, Eighth Edition. They have also consulted for a wide variety of clients, ranging from small "mom-and-pop" retailers to Fortune 500 companies.

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