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*Loyalty is one of the main
assets of a brand. In
today's markets, achieving*

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and maintaining loyal customers has become an increasingly complex challenge for brands due to the widespread acceptance and adoption of diverse technologies by which customers communicate with

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brands. Customers use different channels (physical, web, apps, social media) to seek information about a brand, communicate with it, chat about the brand and purchase its products. Firms are thus

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*continuously changing and
adapting their processes to
provide customers with agile
communication channels and
coherent, integrated brand
experiences through the
different channels in which
customers are present. In*

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*this context, understanding
how brand management can
improve value co-creation
and multichannel
experience—among other
issues—and contribute to
improving a brand's
portfolio of loyal customers*

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constitutes an area of special interest for academics and marketing professionals. This Special Issue explores new areas of customer loyalty and brand management, providing new insights into the field.

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Both concepts have evolved over the last decade to encompass such concepts and practices as brand image, experiences, multichannel context, multimedia platforms and value co-creation, as well as

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relational variables such as trust, engagement and identification (among others).

The Fifth Canadian Edition of Retailing Management reflects the evolving nature of retailing, including up-

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*to-date data, current and
Canadian examples, and
cutting edge information on
trends in retailing.*

*Focusing on a broad spectrum
of retailers, Levy uniquely
examines key strategic
issues with an emphasis on*

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*the financial considerations
and store management issues
that are particular to the
Canadian experience.*

*Discover proven strategies
for building powerful, world-
classbrands It's tempting to
believe that brands like*

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*Apple, Nike, and Zappos
achieved their iconic
statuses because of
serendipity, an unattainable
magic formula, or even the
genius of a single visionary
leader. However, these
companies all adopted*

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specific approaches and principles that transformed their ordinary brands into industry leaders. In other words, great brands can be rebuilt—and Denise Lee Yohn knows exactly how to do it. Delivering a fresh

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*perspective, Yohn's What
Great Brands Doteaches an
innovative brand-as-business
strategy that enhancesbrand
identity while boosting
profit margins, improving
companyculture, and creating
stronger stakeholder*

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*relationships. Drawing from
twenty-five years of
consulting work with such
top brands as Frito-Lay,
Sony, Nautica, and Burger
King, Yohn explains
key principles of her brand-
as-business strategy.*

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Reveals the seven key principles that the world's best brands consistently implement Presents case studies that explore the brand building successes and failures of companies of all sizes including IBM,

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Lululemon, Chipotle Mexican Grill, and other remarkable brands Provides tools and strategies that organizations can start using right away Filled with targeted guidance for CEOs, COOs, entrepreneurs,

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and other organization

leaders, What Great Brands

Do is an essential blueprint

for launching any brand to

meteoric heights.

Why We Buy

Retail Management

Retail Management (4th

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Edition)

What Great Brands Do
Written by experts on
global marketing,
Contemporary Brand
Management focuses on
the essentials of Brand

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*Management in today's
global marketplace. The
text succinctly covers a
natural sequence of
branding topics, from
the building of a new
brand, to brand*

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*extension and the
creation of a global
brand, to the management
of a firm's brand
portfolio. The authors
uniquely explore global
branding as a natural*

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*expansion strategy
across markets and offer
numerous international
brands as examples
throughout. Designed for
shorter strategic
branding courses (half-*

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*term or 6 weeks in
length), this text is
the ideal companion for
upper-level, graduate,
or executive-level
students seeking a
practical knowledge of*

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*brand management
concepts and
applications.*

*Business Process
Modeling, Simulation and
Design, Third Edition
provides students with a*

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*comprehensive coverage
of a range of analytical
tools used to model,
analyze, understand, and
ultimately design
business processes. The
new edition of this very*

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*successful textbook
includes a wide range of
approaches such as
graphical flowcharting
tools, cycle time and
capacity analyses,
queuing models, discrete-*

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*event simulation,
simulation-optimization,
and data mining for
process analytics. While
most textbooks on
business process
management either focus*

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*on the intricacies of
computer simulation or
managerial aspects of
business processes, this
textbook does both. It
presents the tools to
design business*

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*processes and management
techniques on operating
them efficiently. The
book focuses on the use
of discrete event
simulation as the main
tool for analyzing,*

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*modeling, and designing
effective business
processes. The
integration of graphic
user-friendly simulation
software enables a
systematic approach to*

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*create optimal designs.
The primary objective in
the ninth edition of
Retailing Management is
to inform students about
the exciting new
developments in the*

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*retail industry.
Retailing has evolved
into a high tech,
global, growth industry.
Retailers like Wal-Mart,
Home Depot, Amazon,
Starbucks, and Kroger*

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*are some of the most
admired and
sophisticated businesses
in the world. The
developments in the
industry are providing
challenging and*

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*rewarding opportunities
for students interested
in retailing careers and
companies supporting the
retail industry such as
IBM, Procter & Gamble,
and Google. In preparing*

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this edition, the authors focused on five important developments: (1) the use of big data and analytical methods for decision making, (2) the application of

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*social media and smart
phones for communicating
with customers and
enhancing their shopping
experience, (3) the
issues involved in
utilizing a mobile*

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*channel and providing a
seamless multichannel
experience for
customers, (4) the
engagement in corporate
social responsibility
activities - the*

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*consideration of society
when making business
decisions, and (5) the
impact of globalization
on the retail industry.
We are pleased to
announce the addition of*

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*Professor Dhruv Grewal,
The Toyota Chair of
Commerce and Electronic
Business, and Professor
of Marketing at Babson
College to the Retailing
Management author team.*

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Dhruv brings years of academic experience to the project, as evidenced by dozens of retailing-related articles that he has co-authored. He also co-

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*edited the Journal of
Retailing from 2001 to
2007 with Michael Levy,
a close colleague and
collaborator for over 20
years.*

Customer Loyalty and

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Brand Management
Retailing management
Combo: Loose Leaf
Retailing Management
with Connect Plus
Retail Security and
Shrinkage Protection

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**A leading Professor of Retail
Marketing presents 5 new
frames through which
students and practitioners can
understand and approach the
evolving environment of
retailing today:**

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**Entrepreneurial mindset,
Excitement, Education,
Experience, and Engagement.
Advertising Creative is the
first “postdigital” creative
strategy and copywriting
textbook in which digital**

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**technology is woven
throughout every chapter. The
book gets right to the point of
advertising by stressing key
principles and practical
information students and
working professionals can use**

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**to communicate effectively in
this postdigital age. Drawing
on personal experience as
award-winning experts in
creative advertising, Tom
Altstiel and Jean Grow offer
real-world insights on cutting-**

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edge topics, including global, social media, business-to-business, in-house, and small agency advertising. In this Fourth Edition, Altstiel and Grow take a deeper dive into the exploration of digital

**technology and its
implications for the industry,
as they expose the pervasive
changes experienced across
the global advertising
landscape. Their most
important revelation of all is**

**the identification of the three
qualities that will define the
future leaders of this industry:
Be a risk taker. Understand
technology. Live for ideas.
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provided as an option to the**

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Retail Marketing Management M

Business Process Modeling, Simulation and Design

The texts logical
organization around a
decision-making process

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allows readers to learn about the process of strategic decisions first before moving on to decision implementation. The implementation decisions are broken down into merchandise management decisions and

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store management decisions, just as they would be in a real retailing setting. The text provides a balanced treatment of strategic, how to, and conceptual material, in a highly readable and interesting format.

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Taking a strategic perspective, this text covers developments in retailing, and reflects the changing job market with the centralization of the buying function and limited jobs for buyers. Topics covered

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include category management,
international sourcing
decisions, activity-based
costing, quick response
inventory systems and data-
based retailing. There is a
new chapter on electronic
retailing and location, and

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examples include
international, service
retailers and
small/independent retailers.
Fourth Revised & Enlarged
Edition THE NEW EDITION of
this book provides in-depth
and enriched insights into

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all the functional areas of Retail Management. It comprehensively blends the global and Indian retailing scenarios and the trends and growth prospects for the retail industry in India. It explores the subject

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extensively - from basic
retail topics like location
planning and store planning
to the current-age global
themes like multichannel
retailing and international
retailing - along with
appropriate illustrations

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and cases. While elucidating retail store operating principles vividly, it also underscores the significance of the impact of technology & automation in today's retailing. The book will serve as a suitable text for

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students specializing in retailing and as valuable reference for working professionals in this sector. Key Features – Provides distinct perspectives on both retailing in India and in

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international markets –
Treats in detail the buying
& merchandising section with
separate chapters on
merchandise planning,
buying, category management,
private labels and pricing –
Comprises 29 chapters under

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5 major sections and includes topics on international retailing, multichannel retailing, rural retailing, consumer behaviour, legal issues, etc. – Discusses Indian case studies and examples among

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the global ones, for an
easier understanding of the
subject – Presents updates
on recent retail concepts
and initiatives practiced in
retail organizations
Advertising Creative
Text and Cases

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Loose Leaf Retailing
Management
Marketing

***Retailers today are
drowning in data but
lacking in insight. They
have so much information***

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*at their disposal that
they struggle with both
how to sort through it,
and how to add science to
their decision-making
process without blunting
the art that they*

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*correctly believe is a key
ingredient of their
success. This book reveals
how retailers can use data
to manage everything from
strategic assortment
planning, inventory*

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*management, and markdowns
to improve store-level
execution. This data-
driven approach to the
retail supply chain leads
to far greater and faster
inventory turns, far fewer*

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*and lower discounted goods
and services, and better
profit margins. The
authors also tease out the
personnel issues and the
organizational
implications of this*

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approach.

*"M: Marketing, 8e
emphasize how marketing
has evolved into its
present-day, integral
business function of
creating value. It also*

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*focus on how firms
maintain value and rely on
value for establishing
lasting relationships with
their customers"--
Stanton's "Fundamentals of
Marketing" has long been*

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*distinguished by its
balanced, contemporary
coverage of the managerial
approach to marketing
fundamentals. Thoroughly
updated and revised to
reflect the rapidly*

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*changing landscape of
marketing, this classic
text continues to be
distinguished by its
readability, balanced
coverage, and high-
interest examples. State-*

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*of-the-art coverage in
this edition includes
relationship marketing,
value marketing, ISO
9000, database marketing,
and the technological
developments that have*

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*reinvented marketing
practice in the 1990s,
such as Internet and World
Wide Web marketing. -
Publisher.*

*How Analytics are
Transforming the Supply*

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*Chain and Improving
Performance*

BCOM7

*Fundamentals of Retailing
9780073381046*

**The large retail enterprise which does
not think on an international basis faces**

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marginalization by competitors building international operations. Here, management researchers in the areas of international retailing offer an insight into the mechanisms of the internationalization of retailing.

A revised edition of a best-selling work on America's consumer culture makes

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observations about the retail practices of other cultures, describes the latest trends in online retail, and makes recommendations for how major companies can dramatically improve customer service practices. Original. This book helps the reader to critically evaluate a security operation using

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modern research techniques. It focuses on all retail business security issues, emphasizing vulnerabilities, losses, and practical countermeasures to combat such crimes as internal theft and shoplifting. Coverage includes such key topics as: the impact of the Americans with Disabilities Act; proper testing

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**procedures under Employee Polygraph
Protection Act; Ernst and Young's
Survey of Retail Loss Prevention
Trends; and the National Retail
Security Survey conducted by Security
Magazine.**

**Outlines and Highlights for Retailing
Management by Michael Levy, Barton a**

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Weitz, Isbn

**Retailing Management
Strategy, Copy, and Design
Consumer Behaviour**

Seminar paper from the year 2006 in
the subject Business economics -
Marketing, Corporate Communication,

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CRM, Market Research, Social Media,
grade: 1,7, Goteborg University, 17
entries in the bibliography, language:
English, abstract: Recently certain
serious changes in the dynamic
retailing sector could be noticed.
Changes in the market environment,

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and a certain adjustment of the customers' needs, demand for a reaction in the market. Satisfying these changing needs, the importance of discounters in the retailing branch was more and more strengthened, since these markets are beginning to better

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meet the needs of the majority of customers in the market. Consequently discounters face a certain success and were able to grow and to capture new market shares of other retailing institutions by generating more and more sales. Therefore the aim of this

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paper is to provide a description of the current situation and the further expected development in the retailing market in Europe. To stress the importance of the discounters' influence on the market as well as the difference between different market's

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institutions satisfying various and differing needs of differentiating groups of customers, a comparison of an exemplary ordinary retailer, SPAR, and an exemplary discounter, the LIDL Stiftung & Co. KG, is provided. Within the whole retailing industry, the food

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branch provides an exemplary market to work out these differences among discounters and ordinary supermarkets. In this market, discounters faced a certain success and customer changes could be more clearly and numerously recognized."

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Revised edition of the authors'
Retailing management, [2014]
Looking at the practical foundations of
retailing in the 1990s, this text
describes and illustrates the various
strategies retailers use. It also outlines
the factors that should be considered in

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choosing a strategy, and considers strategic principles. Attention is paid to growing areas of retailing, such as category specialists, warehouse clubs, home improvement centres, mail order, off-price retailers and factory outlets. The opening chapter provides an

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overview of the retail framework,
around which the text is organized.

HR3

Retailing Management with Connect
Access Card

The Internationalisation of Retailing
Essentials of Retailing

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students and professors needs in
mind. The content is the same as in

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the hard bound Grewal/Levy 1/e,
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online) to help them review for tests
and apply chapter concepts.
Professors receive a text that

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contains all the pertinent information we know they cover in Principles of Marketing - yet in a more condensed format that is easier for students to cover. It also contains gradable online assignments for instructors to assign. MARKETING also includes comprehensive teaching support and

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Current and Future Trends

Retailing in the 21st Century

Retailing

The New Science of Retailing

Consumer behaviour is more than

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buying things; it also embraces the study of how having (or not having) things affects our lives and how possessions influence the way we feel about ourselves and each other - our state of being. The 3rd edition of Consumer Behaviour is presented in

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a contemporary framework based around the buying, having and being model and in an Australasian context. Students will be engaged and excited by the most current research, real-world examples, global coverage, managerial

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applications and ethical examples to cover all facets of consumer behaviour. With new coverage of Personality and incorporating real consumer data, Consumer Behaviour is fresh, relevant and up-to-date. It provides students with the

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best possible introduction to this fascinating discipline.

With crisp and insightful contributions from 47 of the world's leading experts in various facets of retailing, Retailing in the 21st Century offers in one book a

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compendium of state-of-the-art, cutting-edge knowledge to guide successful retailing in the new millennium. In our competitive world, retailing is an exciting, complex and critical sector of business in most developed as well as

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emerging economies. Today, the retailing industry is being buffeted by a number of forces simultaneously, for example the growth of online retailing and the advent of 'radio frequency identification' (RFID) technology.

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Making sense of it all is not easy but of vital importance to retailing practitioners, analysts and policymakers.

Retailing Management, Tenth Edition, highlights the many ways the retail industry has transformed

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and evolved over the past four years. This text is the only retail management educational product in the market that offers a premium digital content companion—McGraw-Hill Connect—to provide best-in-class training. In keeping with its market-

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leading tradition, this tenth edition focuses on key strategic issues with an emphasis on financial considerations and implementation through merchandise and store management. Strategic and tactical issues are examined for a broad

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spectrum of retailers, both large and small, domestic and international, selling both merchandise and services. In preparing this edition, the authors focused on five important factors that delineate outstanding retailers:

- The use of big

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data and analytical methods for decision making. •The application of social media and mobile channels for communicating with customers and enhancing their shopping experience. •The issues involved in providing a seamless multichannel

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experience for customers. • The engagement in the overarching emphasis on conscious marketing and corporate social responsibility when making business decisions. • The impact of globalization on the retail industry.

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This edition builds on the basic philosophy of the previous editions but every example, fact, and key term has been checked, updated, or replaced to ensure that this cutting-edge product remains up to date. Because the authors realize that

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retailing is taught in a variety of formats, a comprehensive supplemental package for instructors is provided, as well as a comprehensive online instructor's manual with additional cases and teaching suggestions. In keeping with

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the authors' goal of providing a "good read" for students, the conceptual material continues to be supported with interesting, current, real-world retailing examples. To facilitate student learning, the presentation has been streamlined,

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both visually and pedagogically—for example, based on reviewer comments, the chapters on human resource management and store management have been combined. The unique features of McGraw-Hill's Connect support students and

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offer instructors a proven, effective, and expedient path to engaging and educating their students. New to This Edition•Introductory vignettes provide an example of how a stellar retailer can be particularly successful by excelling in the subject

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area for that particular chapter. • Retailing views provide new and updated stories that describe how particular retailers deal with the issues raised in each chapter. • New cases highlight concepts and theories. • A regularly

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updated blog contains relevant, in-the-news content related to the course material, summaries, and discussion questions of recent retailing articles-all of which are associated with specific chapters so that instructors can use them to

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stimulate class discussion. • Graphics in each chapter provide critical, up-to-date information and lively visuals; almost all of the photos are new to this edition. • Multimedia content, such as videos, simulations, and games, drive student

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engagement and critical-thinking skills. • Instructors and students gain practical experience by applying the concepts and theories using the Get Out and Do It features at the end of each chapter; these exercises suggest projects that students can undertake

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by visiting local retail stores or surfing the Internet. •Continuing assignment exercise engage students in an exercise involving the same retailer throughout the course to provide a hands-on learning experience.

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Consumption Behavior -
Comparison of SPAR and LIDL
The Seven Brand-Building
Principles that Separate the Best
from the Rest
Contemporary Brand Management
The 5 Es of Retailing

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Full-color, completely current, and packed with practical applications, the Eighth Edition of RETAILING puts students on the inside track to success in the fast-

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moving retail industry.

RETAILING is written by a seasoned author team whose expertise informs every page and whose innovative approach has earned this market-

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