



Retailing Management (Paperback)

By Michael Levy, Barton A. Weitz, Dhruv Grewal

McGraw-Hill Education - Europe, United States, 2014. Paperback. Condition: New. 9th edition. Language: English . Brand New Book. The primary objective in the ninth edition of Retailing Management is to inform students about the exciting new developments in the retail industry. Retailing has evolved into a high tech, global, growth industry. Retailers like Wal-Mart, Home Depot, Amazon, Starbucks, and Kroger are some of the most admired and sophisticated businesses in the world. The developments in the industry are providing challenging and rewarding opportunities for students interested in retailing careers and companies supporting the retail industry such as IBM, Procter Gamble, and Google. In preparing 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 social media and smart phones for communicating with customers and enhancing their shopping experience, (3) the issues involved in utilizing a mobile channel and providing a seamless multichannel experience for customers, (4) the engagement in corporate social responsibility activities - the 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 Professor Dhruv Grewal, The Toyota...



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