



Managing Retail (2nd Revised edition)

By Piyush Kumar Sinha, Dwarika Prasad Uniyal

OUP India. Paperback. Condition: new. BRAND NEW, Managing Retail (2nd Revised edition), Piyush Kumar Sinha, Dwarika Prasad Uniyal, Beginning with a historical overview of retailing and a discussion on the theories of retail evolution, the book discusses the opportunities and challenges faced by retailers in India and other developing countries in Asia, as well as the current scenario of the retail industry in other continents. It goes on to discuss shoppers and the phenomenon of shopping, retail store formats, store location, category management, and supply chain management. Finally, it discusses retail buying, store layout and design, retail marketing, point of purchase communication, pricing strategies and policies, store loyalty, the shop as a social construct, and technology in retailing. The book, with its coverage of real-life case studies such as Woolworth Limited in Australia, Nirantar Agrasar, and Fabmall would also be useful for professionals in managing day-to-day retail operations.



READ ONLINE
[2.11 MB]

Reviews

An exceptional pdf and the typeface utilized was fascinating to read through. It can be written in straightforward words and phrases instead of confusing. I am just quickly could possibly get a delight of looking at a written ebook.

-- Prof. Arlie Bogan

It is a single of the best book. This is for those who state there had not been a well worth reading through. Once you begin to read the book, it is extremely difficult to leave it before concluding.

-- Dr. Barney Robel Jr.