



## Retail Marketing Management (Second Edition)

By David Gilbert

Pearson Education, 2003. Softcover. Condition: New. 2nd edition. Retail Marketing Management will be invaluable for students of retail marketing and retail marketing management at undergraduate level, as well as those studying retailing, retail studies and retail management at undergraduate level. HND students of Retail Marketing will also find the text useful. This text takes an integrated approach to explaining the process of internationalisation, and the inclusion of plenty of international examples reinforces this approach. Printed Pages: 470.



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