



Strategic Retail Management: Text and International Cases

By Joachim Zentes, Dirk Morschett, Hanna Schramm-Klein

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This is not a traditional textbook or collection of case studies, but is intended to demonstrate the complex and manifold questions of retail management in the form of 18 lessons that provide a thematic overview of key issues and illustrate them with the help of comprehensive case studies.

In the second edition, all chapters were revised and updated. Three new chapters were added to treat topics like online-retailing and multi-channel-strategies as well as the so called verticals in specific chapters. All case studies were replaced by new ones to reflect the most recent developments. Eighteen well-known retail companies from different countries, like Best Buy, IKEA, TK Maxx, Tesco and Decathlon, are now used to illustrate particular aspects of retail management.

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- Sales Rank: #2736074 in Books
- Brand: Gabler Verlag
- Published on: 2011-09-21
- Original language: German
- Number of items: 1
- Dimensions: .90" h x 6.60" w x 9.40" l, .0 pounds
- Binding: Paperback
- 445 pages

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Contents

Functions, Formats and Players in Retailing

Strategic Marketing in Retailing

Marketing Mix in Retailing

Buying, Logistics and Performance Measurement

Target Groups

Advanced undergraduate students and graduate students majoring in Business Administration, Marketing or Management; practitioners who wish to obtain compact and practice-oriented information on current concepts

About the Authors

Joachim Zentes is Professor of Management and Marketing at the Saarland University, Saarbrücken, Germany.

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