



Retailing in the Twenty-First Century 2nd Edition

By Diamond, Jay; Litt, Sheri

Fairchild Books, 2009. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: Contents: -- Introduction to Retailing -- Retailing from Its Early Days to the Present -- Brick-and Mortar Retailing -- Off-Site Retailing: E-tailing, Catalogues and Home-Shopping Networks -- The Globalization of Retailing -- Identification, Analysis, and Research of Consumer Groups -- Multiculturalism in Retailing -- The Role of Ethics in the Retail Environment -- Going Green -- Management and Operational Controls -- Human Resources Management -- Loss Prevention -- Logistical Merchandise Distribution -- Retail Environments -- Location Analysis and Selection -- Designing the Facility -- Buying and Merchandising -- Buying Domestically and Abroad -- Private Labeling and -- Product Development -- The Concepts and Mathematics of -- Merchandise Pricing -- Promotion and Customer Service -- Advertising and Promotion -- Visual Merchandising -- Customer Service.

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