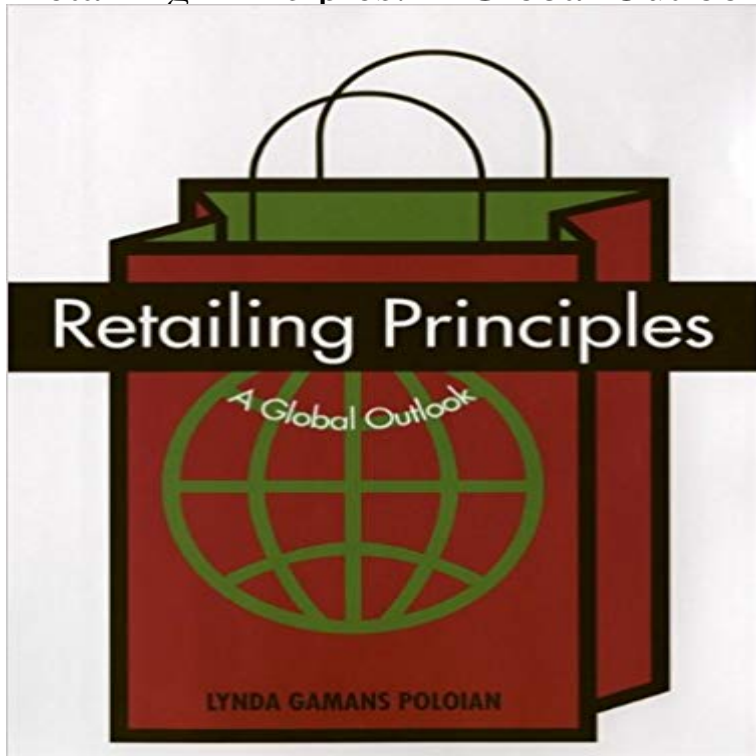


Retailing Principles: A Global Outlook



This introduction to the world of retailing takes advantage of the author's own extensive travel and research to provide a global perspective, enhanced by carefully chosen examples and visuals and by global retail profiles at the end of each unit. The multichannel approach integrates brick-and-mortar stores, e-tailing, and catalog retailing as key growth strategies for retailers who hope to survive in an uncertain environment.

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