

Retailing principles: a global outlook, 2003, 580 pages, Lynda Gamans Poloian, Dorothy S. Rogers, 1563671921, 9781563671920, Fairchild Publications, 2003

This introduction to the world of retailing provides 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 and discusses the effects of the September 11th tragedy on retailing.

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