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Retail Management

By Priyank Azad

APH Publishing Corporation, 2009. Hardcover. Book Condition: New. First edition. Retail Management is a special edition that provides invaluable Knowledge about the Indian Retail industry. This comprehensive book on Retail Management is designed to serve the Professors, Corporate professionals and students throughout the educational institutes and universities. This book encompasses distinct areas of Retail Management and is designed to cover various aspects of the subject to enable the students to understand, grasp and utilize in total. References have been included for further study, if desired. The Author sincerely look forward for suggestions from experienced and knowledgeable professionals for which he shall be highly obliged. Contents: 1. Customer Service Introduction 2. Retail Formats 3. Analysing the Retail Customer 4. Retail Strategy 5. Store Location and Design 6. Retail Merchandising 7. Managing Store Operations 8. Retailing and Human Resource Management 9. Retail Marketing 10. Customer Service in Retail 11. Retail Internationalization and Environment 12. Supply Chain Management 13. The Role of it in Retail 14. Retail Research and Audits 15. Recession in Indian Retail Printed Pages: 304.



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