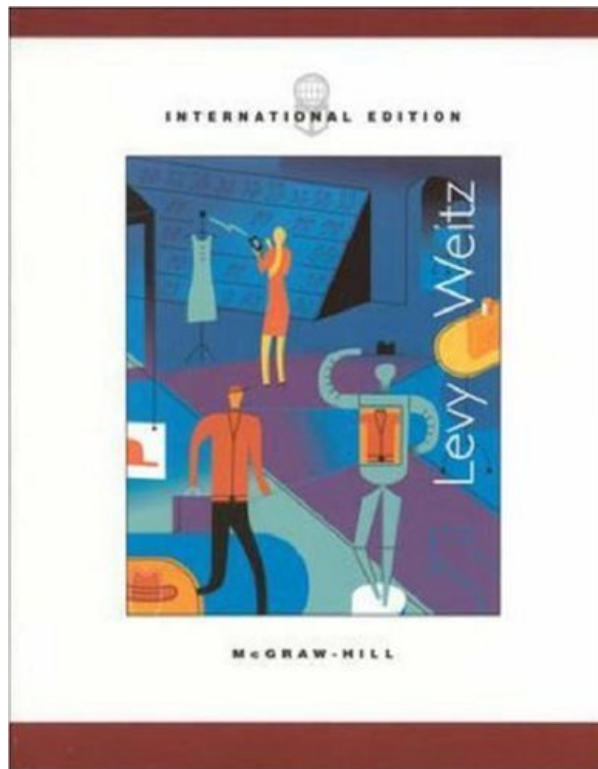
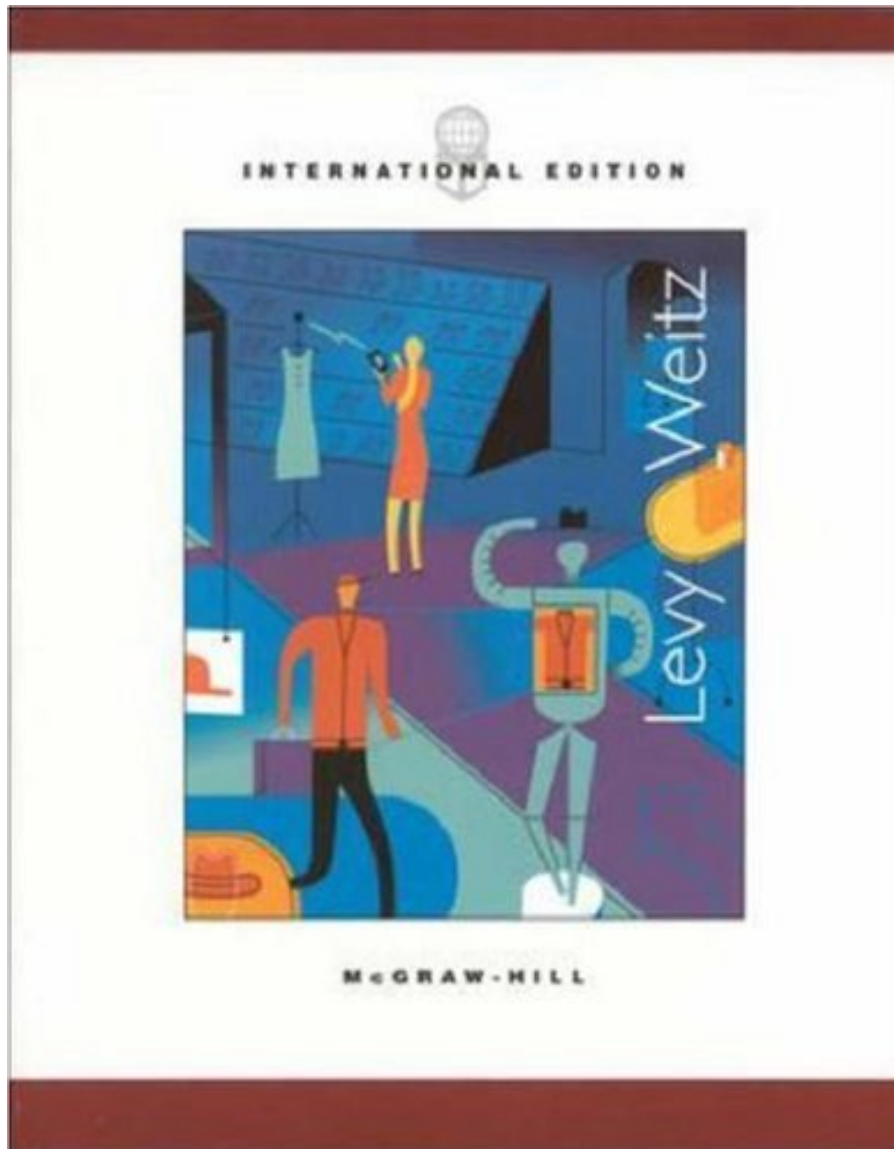


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"Retailing Management, 5/e", by Levy and Weitz, is the best selling retailing textbook in the Retailing market. Known for its strategic look at retailing and very current coverage, text is organized around a model of strategic decision-making. Melody Vargus, the retail industry editor for About.com attests to the thorough, up-to-date coverage of retailing by saying, "If you only have space for one retail general reference work, this [Levy and Weitz, "Retailing Management"] is a great choice." The text provides a balanced treatment of strategic, "how to," and conceptual material, in a highly readable and interesting format. The fifth edition continues its cutting edge coverage on the latest topics and developments in retailing including globalization, customer relationship management programs, multi-channel retailing, supply chain management, and the use of the Internet to improve operating efficiencies and customer service. Students indicate that this text is "good read" because of the numerous examples of retailers, their practices, the interesting retail facts in the margins, and eye catching design and layout.

- Sales Rank: #11290513 in Books
- Published on: 2003-03-01
- Format: International Edition
- Original language: English
- Dimensions: 10.00" h x 1.06" w x 6.97" l,
- Binding: Paperback
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