

Strategic Retail Management: Text and International Cases

By Joachim Zentes, Dirk Morschett, Hanna Schramm-Klein

Download now

Read Online

Strategic Retail Management: Text and International Cases By Joachim Zentes, Dirk Morschett, Hanna Schramm-Klein

The authors demonstrate the broad and complex topics of retail management in 15 lessons. Each lesson includes a thematic overview of key issues and a comprehensive case study. International best practice companies are used to highlight managerial implications and the key discussion points.

Download Strategic Retail Management: Text and Internationa ...pdf

Read Online Strategic Retail Management: Text and Internatio ...pdf

Strategic Retail Management: Text and International Cases

By Joachim Zentes, Dirk Morschett, Hanna Schramm-Klein

Strategic Retail Management: Text and International Cases By Joachim Zentes, Dirk Morschett, Hanna Schramm-Klein

The authors demonstrate the broad and complex topics of retail management in 15 lessons. Each lesson includes a thematic overview of key issues and a comprehensive case study. International best practice companies are used to highlight managerial implications and the key discussion points.

Strategic Retail Management: Text and International Cases By Joachim Zentes, Dirk Morschett, Hanna Schramm-Klein Bibliography

- Sales Rank: #7207950 in Books
- Published on: 2007-02-22
- Original language: English
- Number of items: 1
- Dimensions: 9.45" h x .89" w x 6.69" l, 1.60 pounds
- Binding: Paperback
- 374 pages

Download Strategic Retail Management: Text and Internationa ...pdf

Read Online Strategic Retail Management: Text and Internatio ...pdf

Download and Read Free Online Strategic Retail Management: Text and International Cases By Joachim Zentes, Dirk Morschett, Hanna Schramm-Klein

Editorial Review

From the Back Cover
“Strategic Retail Management – Text and International Cases” is devoted to the dynamic development of retailing. The various strategy concepts adopted by retailing companies and their implementation in practice are at the core of the book. This is not a traditional textbook or collection of case studies, but is intended to demonstrate the complex and manifold questions of retail management in the form of 15 lessons that provide a thematic overview of key issues and illustrate them with the help of comprehensive case studies. Internationally known retail companies are used as examples to facilitate an understanding of what is involved in strategic retail management and to present some best practices. The book can be used in teaching as a basis for working with case studies. For this purpose, the case studies are integrated into the lessons in such a way that they provide additional content and a specific application of the individual lessons. They form part of the main topic, but also lead to suggested discussion subjects and questions in order to deepen the understanding of the topic. Instructors are provided with additional resources. "Strategic Retail Management" is targeted primarily at students in their third and fourth academic year (undergraduate and graduate level) in the field of Business Administra-tion/Marketing/Management at different institutions, such as universities, academies and business schools. In addition, practitioners in the consumer goods industry and in retailing companies who wish to obtain compact and practice-oriented information on current retail concepts will also benefit from reading this book.

About the Author
Joachim Zentes is Professor of Marketing and Management at the Saarland University, Saarbrücken, Germany. He is Director of the Institute for Commerce & International Marketing (H.I.MA.) and Director of the Europa-Institut at Saarland University. He holds a chair in Business Adminstration, with a focus on Foreign Trade and International Management. Joachim Zentes is also a member of various boards of directors and advisory boards in Germany and abroad. Prof. Dr. Dirk Morschett holds the Chair for International Management - Liebherr/Richemont Endowed Chair - at the University of Fribourg, Switzerland. Hanna Schramm-Klein is Assistant Professor of Marketing and Management at the Institute for Commerce & International Marketing (H.I.MA.), Saarland University, Saarbrücken.

Users Review

From reader reviews:

Michael Cooke:

Do you have something that you want such as book? The publication lovers usually prefer to decide on book like comic, quick story and the biggest some may be novel. Now, why not attempting Strategic Retail Management: Text and International Cases that give your satisfaction preference will be satisfied by simply reading this book. Reading routine all over the world can be said as the way for people to know world a great deal better then how they react when it comes to the world. It can't be claimed constantly that reading addiction only for the geeky individual but for all of you who wants to always be success person. So , for all of you who want to start looking at as your good habit, you may pick Strategic Retail Management: Text and International Cases become your starter.

Katie Cardiel:

Are you kind of hectic person, only have 10 or even 15 minute in your moment to upgrading your mind skill or thinking skill possibly analytical thinking? Then you have problem with the book compared to can satisfy your short space of time to read it because pretty much everything time you only find book that need more time to be examine. Strategic Retail Management: Text and International Cases can be your answer since it can be read by a person who have those short extra time problems.

Christina Vallejo:

Is it you actually who having spare time after that spend it whole day simply by watching television programs or just lying on the bed? Do you need something totally new? This Strategic Retail Management: Text and International Cases can be the reply, oh how comes? A book you know. You are so out of date, spending your time by reading in this completely new era is common not a nerd activity. So what these textbooks have than the others?

Toby Lowry:

You may get this Strategic Retail Management: Text and International Cases by browse the bookstore or Mall. Only viewing or reviewing it can to be your solve issue if you get difficulties for your knowledge. Kinds of this e-book are various. Not only simply by written or printed but can you enjoy this book by simply e-book. In the modern era like now, you just looking of your mobile phone and searching what their problem. Right now, choose your ways to get more information about your e-book. It is most important to arrange yourself to make your knowledge are still revise. Let's try to choose proper ways for you.

Download and Read Online Strategic Retail Management: Text and International Cases By Joachim Zentes, Dirk Morschett, Hanna Schramm-Klein #AJPC8BSVG2N

Read Strategic Retail Management: Text and International Cases By Joachim Zentes, Dirk Morschett, Hanna Schramm-Klein for online ebook

Strategic Retail Management: Text and International Cases By Joachim Zentes, Dirk Morschett, Hanna Schramm-Klein Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Strategic Retail Management: Text and International Cases By Joachim Zentes, Dirk Morschett, Hanna Schramm-Klein books to read online.

Online Strategic Retail Management: Text and International Cases By Joachim Zentes, Dirk Morschett, Hanna Schramm-Klein ebook PDF download

Strategic Retail Management: Text and International Cases By Joachim Zentes, Dirk Morschett, Hanna Schramm-Klein Doc

Strategic Retail Management: Text and International Cases By Joachim Zentes, Dirk Morschett, Hanna Schramm-Klein Mobipocket

Strategic Retail Management: Text and International Cases By Joachim Zentes, Dirk Morschett, Hanna Schramm-Klein EPub