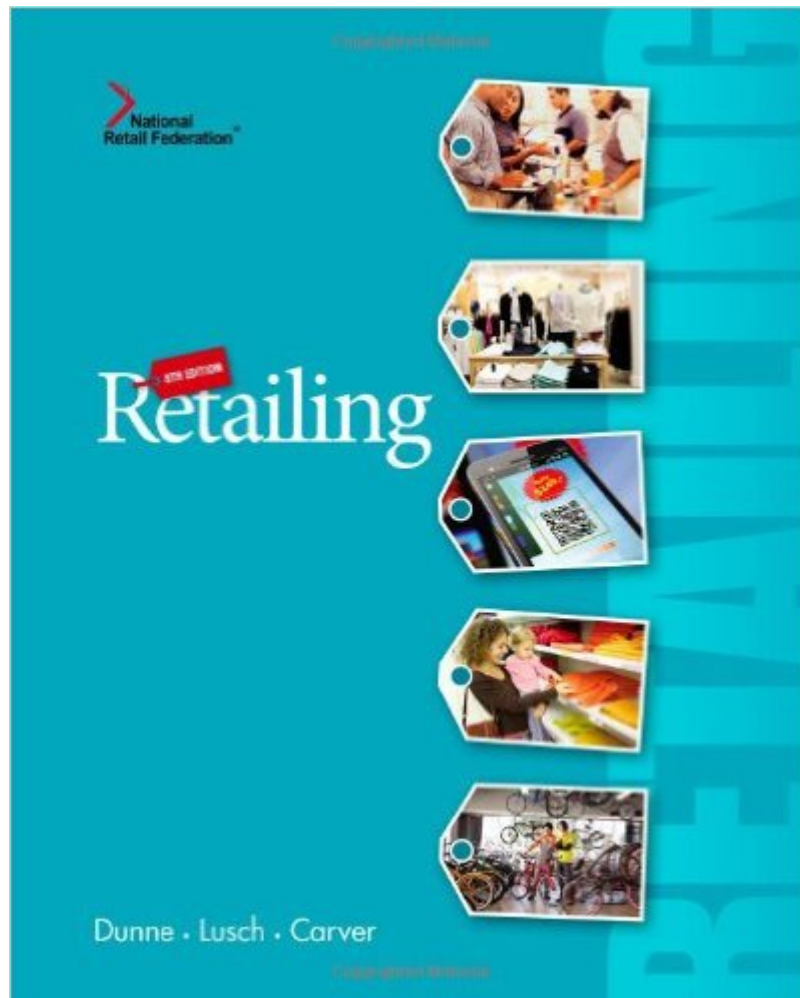


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Retailing



Synopsis

Full-color, completely current, and packed with practical applications, the Eighth Edition of RETAILING puts students on the inside track to success in the fast-moving retail industry. RETAILING is written by a seasoned author team whose expertise informs every page and whose innovative approach has earned this market-leading text endorsement by the National Retailing Federation. While others may focus on lackluster descriptions of retailers and their most mundane tasks, Dunne, Lusch, and Carver bring retailing to life, covering the latest developments in the field and detailing behind-the-scenes stories in a conversational style enlivened by full-color pictures and illustrations. RETAILING emphasizes the impact of technology and the Internet, as well as giving solid coverage to international topics and issues unique to service providers. The text also includes a thorough, integrated study guide with review questions, writing and speaking exercises, cases covering diverse retail operations, a computer spreadsheet case, and more. In addition, "Planning Your Own Retail Business" exercises focus on problems small business managers and owners face in day-to-day operations, helping students appreciate the financial impact of retail decisions. This engaging, reader-friendly text vividly illustrates how fun, exciting, challenging, and rewarding a career in retailing can be, even while helping students hone their skills and creativity to stay ahead of the competition and navigate an ever-changing economic environment. Available with InfoTrac Student Collections <http://gocengage.com/infotrac>.

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Customer Reviews

Bought this book from an international seller - it shipped from Thailand. Text is identical in every

way to the North American text, and cost is a fraction. Prof said I had to have the newest edition, and cost of American version is simply highway robbery. I am thrilled to have saved a bundle on this book buying intn'l version.

It was exactly the book it was supposed to be. Not much else to say about it except I got what I asked for.

The book was ok but the back of the book has parts of the box it was sent in stuck to it because it was in to small a box which could make it a problem when I try to resell it in a couple of weeks

Bought this for class. While it is very informative and covers the subject. Chapters are really long, print is really small. It wouldn't have hurt to break it up into sections more.

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