



Retail Management A Strategic Approach

Et Al Barry Berman

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This book provides a strategic, decision-making approach that illustrates how retailers plan for and adapt to today's changing and complex retail environment. Spread over eight parts, the book talks about supplier relations, retail life cycle, retailing information system, location planning, and elements involved in managing a retail business, merchandise management, and integrating and controlling strategy. From the very first chapter, the six steps used in developing and applying a retail strategy give students a comprehensive process to follow throughout the text as they learn about the mission, goals, consumer market, overall and specific activities, and control mechanisms that are involved in a successful retail strategy.

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