

Retail Product Management - Rosemary Varley

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There are many diverse activities and issues surrounding product management in retailing and it is a complex area for students to fully comprehend. This fully revised and updated textbook is the perfect introduction for students of retailing, guiding readers through all of the issues relating to product management in retailing. With a concise and highly practical approach, the book has been updated to include the most up-to-date theory, case examples and resources as well as new chapters on product range and promotional activity, specific product management challenges, category management and the use of new technology in retailing. Taking an integrated approach that incorporates established theory, contemporary commercial practice, examples and case studies, this accessibly written textbook is key reading for all students in the area. Author: Varley, Rosemary Publisher: Routledge Illustration: N Language: ENG Title: Retail Product Management Pages: 00000 (Encrypted PDF) On Sale: 2005-10-10 SKU-13/ISBN: 9780415327145 Category: Business & Economics : Industries - Retailing Category: Business & Economics : Marketing - General Category: Business & Economics : Advertising & Promotion

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