

# Retail Product Management - Rosemary Varley

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Covering all retail operations which revolve around the procurement of products, from stock level management, through allocation of outlet space for products, to the placement of products within the retail environment, this book is essential reading for anyone studying retail product management or buying and merchandising. The book also offers the following additional features: - learning objectives, boxed features, review questions, chapter introduction, summary and glossary - international and multi-sector case studies - quality controlled by an academic review panel

Words: book management, by management, general management, international management, is management, management book, management by, management international, management introduction, management operations, management product, management retail, management studies, product for, product review

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