

Retail Product Management - Rosemary Varley

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A text for anyone studying retail product management or buying and merchandising at degree level. It covers all retail operations, from stock level management, through allocation of outlet space for products, to Digital TV shopping. Author: Varley, Rosemary Publisher: Routledge Illustration: N Language: ENG Title: Retail Product Management Pages: 00000 (Encrypted PDF) On Sale: 2001-08-02 SKU-13/ISBN: 9780415216067 Category: Business & Economics : Industries - Retailing Category: Business & Economics : Marketing - General Category: Business & Economics : Advertising & Promotion

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