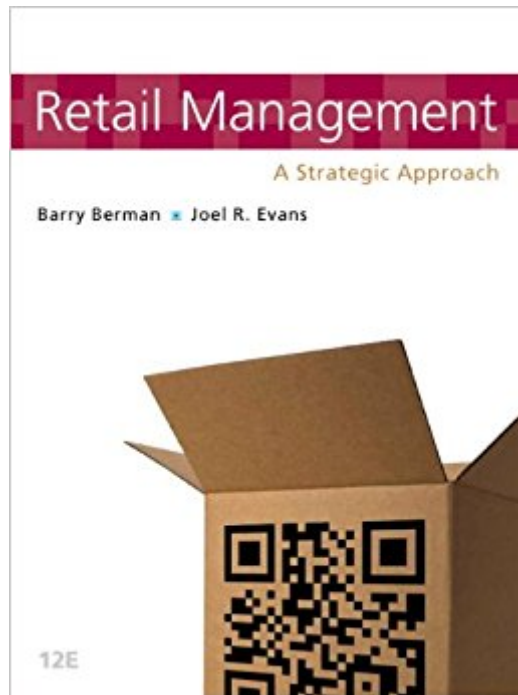




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# Retail Management: A Strategic Approach (12th Edition)



## Synopsis

The text that helps readers thrive in today's retailing industry. Without a predefined and well-integrated strategy, a retail firm may flounder as it attempts to cope with the changing environment that surrounds it. Berman/Evans's reader-friendly text, *Retail Management: A Strategic Approach*, provides a strategic, decision-making approach that illustrates how retailers plan for, and adapt to, today's changing and complex retail environment.

## Book Information

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Average Customer Review: 4.2 out of 5 stars 40 customer reviews

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## Customer Reviews

Learning about retailing in 2017 from a book that was last updated in 2011. What could possibly go wrong? Let's study several "successful" retailers from 2011 that are now either in financial trouble or bankruptcy and talk about why they are successful. Kind of like learning how to be a world class cyclist by studying Lance Armstrong.

The content is extensive and in general well explained. Retail Management is a well rounded for those wishing to learn the basics of this type of business. It can be a bit tedious in some chapters but overall is a great book. 9/10.

Hated school but useful book

Excellent Product!

Was ok.

Excellent text. Much of this will already be known if you are a business student but if you are going into retail management or running a startup this text is very valuable and is probably a lot cheaper than a newer textbook. Information is still very accurate though.

It was exactly what I needed. It was in excellent condition, exactly as advertised.

If I didn't have such an accelerated summer course I think I would have enjoyed reading this book much more slowly. It is up to date and really interesting. Makes you think of the retail world differently.. There is so much to learn in Business. I highly recommend this book.

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