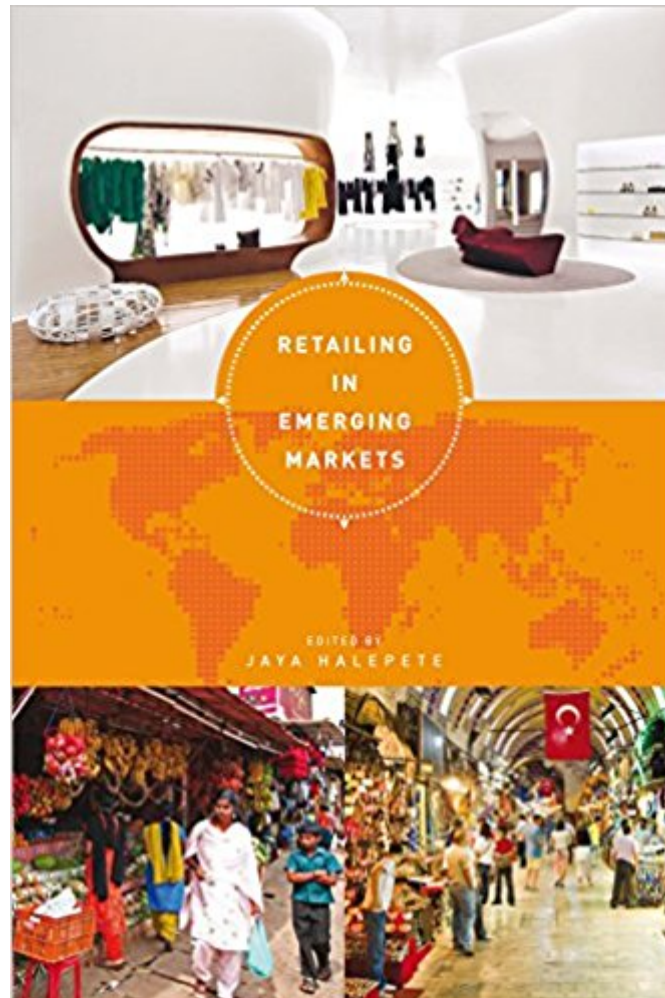




**Ebook Directory**  
the best source of ebook

The book was found

# Retailing In Emerging Markets



## Synopsis

Emphasizing the apparel and beauty industries, *Retailing in Emerging Markets* provides an in-depth study of the retail landscape within Brazil, Romania, China, India, Russia, Turkey, Thailand, and Mexico. Each chapter focuses on a single country, discussing the organization of its retail industry, analyzing consumer behavior, and presenting strategies for effectively entering its market. Readers will emerge armed with a deeper understanding of the political, economic, and cultural factors driving each market—an understanding essential for building and maintaining a competitive edge in today's global retail environment. Instructors, contact your Sales Representative for access to Instructor's Materials.

## Book Information

Paperback: 352 pages

Publisher: Fairchild Books; 1 edition (June 23, 2011)

Language: English

ISBN-10: 1609011287

ISBN-13: 978-1609011284

Product Dimensions: 6 x 0.9 x 226.6 inches

Shipping Weight: 1 pounds (View shipping rates and policies)

Average Customer Review: Be the first to review this item

Best Sellers Rank: #47,336 in Books (See Top 100 in Books) #27 in [Books > Business & Money > Industries > Fashion & Textile](#) #46 in [Books > Business & Money > Industries > Retailing](#) #71 in [Books > Arts & Photography > Graphic Design > Commercial > Fashion Design](#)

## Customer Reviews

Jaya Halepete is based at Marymount University.

[Download to continue reading...](#)

Step by Step Emerging Markets Investing: A Beginner's Guide to the Best Investments in Emerging Markets Stocks (Step by Step Investing Book 4) Step by Step Emerging Markets Investing: A Beginner's Guide to the Best Investments in Emerging Markets Retailing in Emerging Markets Breaking the WTO: How Emerging Powers Disrupted the Neoliberal Project (Emerging Frontiers in the Global Economy) Emerging and Re-emerging Infectious Diseases of Livestock Doing Business in Emerging Markets: Roadmap for Success (Economics Collection) Private Equity in Action: Case

Studies from Developed and Emerging Markets Private Equity in Emerging Markets: The New Frontiers of International Finance The New Emerging Market Multinationals: Four Strategies for Disrupting Markets and Building Brands Doing Business in Emerging Markets: Entry and Negotiation Strategies Competing in Emerging Markets: Cases and Readings Winning in Emerging Markets: A Road Map for Strategy and Execution Harvard Business Review on Thriving in Emerging Markets (Harvard Business Review (Paperback)) Experiential Retailing: Concepts and Strategies That Sell Merchandising Mathematics for Retailing (5th Edition) (Fashion) Merchandising Mathematics for Retailing (Fashion) Retailing Management, 9th Edition Isn't It Obvious?: A Business Novel on Retailing Using the Theory of Constraints Merchandising Math for Retailing (4th Edition) Fashion Retailing: A Multi-Channel Approach

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)