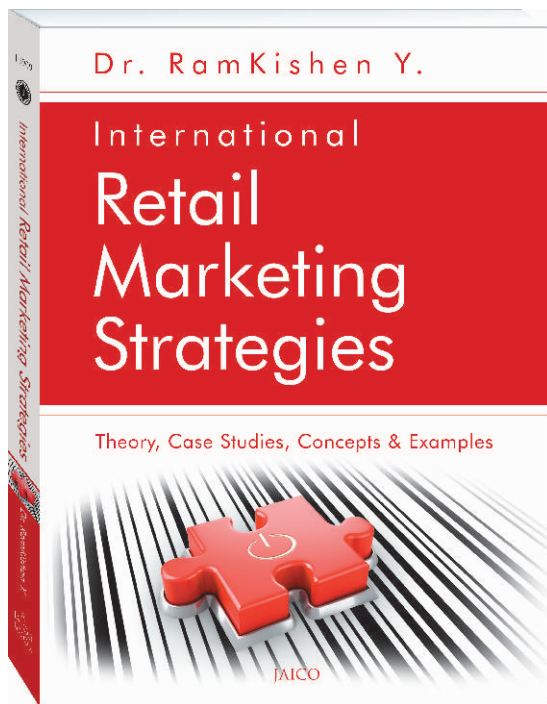


INTERNATIONAL RETAIL MARKETING STRATEGIES

Theory, Case Studies, Concepts & Examples

Dr. RamKishen Y.



Retailing is a challenging task in the changing dynamics of the market environment, which has seen unprecedented developments in the past few years. Managing in this environment calls for innovative retail strategies. This textbook explores the strategies which are retail specific and can be adopted by the retail industry across the world. It offers solutions to the retail problems emerging in the day-to-day operations of the retail stores. The book is primarily aimed at students pursuing graduation and post-graduation in retail (MBA/BBA/Diploma), professionals and consultants engaged in the field of Retailing.

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KEY FEATURES

- Covers important aspects like Store Operations, Rural Retailing, Strategies for Unorganised Sector, Retail Communications, Retail SCM
- Provides insights on the dynamic environment in the world of Retail
- Includes strategic frameworks that provide new direction and innovative ideas regarding retail operations in today's world
- Includes selected case studies which focus on a blend of Western and Eastern retail practices
- Supports theoretical framework by practical applications, wherever applicable

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