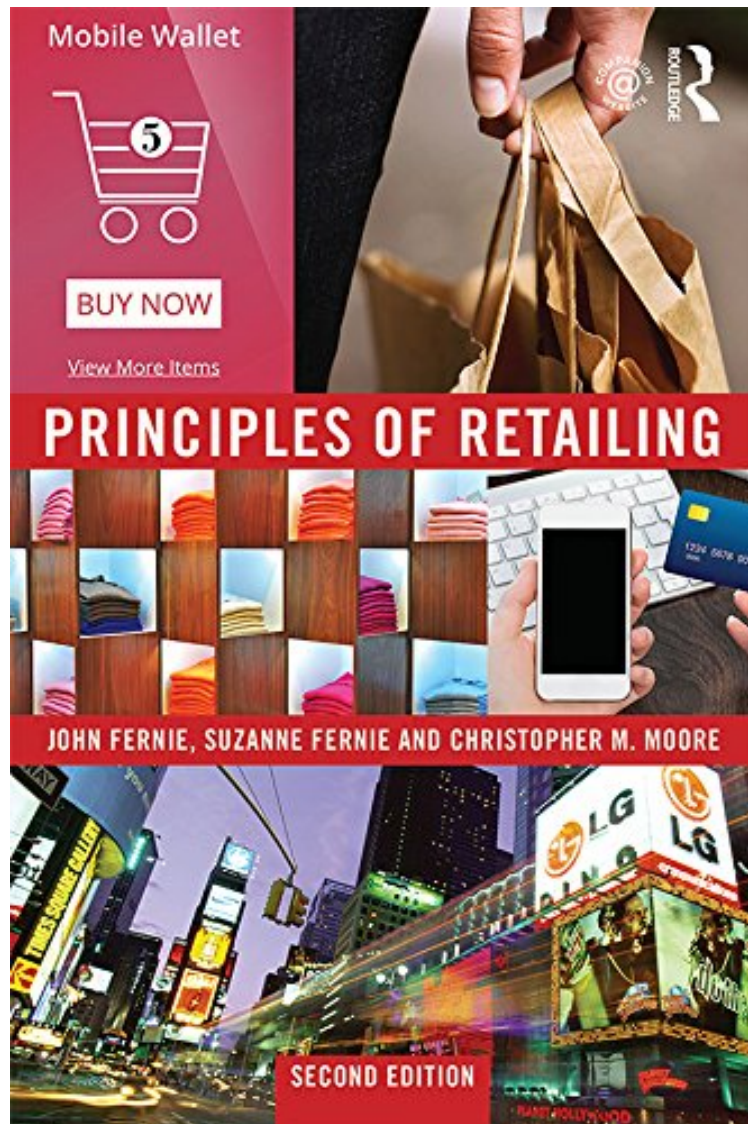


Principles of Retailing

John Fernie, Suzanne Fernie, Christopher Moore
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John Fernie, Suzanne Fernie, Christopher Moore : Principles of Retailing before purchasing it in order to gauge whether or not it would be worth my time, and all praised Principles of Retailing:

Retailing is one of the biggest and most important sectors in today's economy. Graduates who are seeking a career in the sector will therefore require a solid knowledge of its core principles. The Principles of Retailing Second Edition is a topical, engaging and authoritative update of a hugely successful textbook by three leading experts in retail

management designed to be a digestible introduction to retailing for management and marketing students. The previous edition was praised for the quality of its coverage, the clarity of its style and the strength of its sections on operation and supply chain issues such as buying and logistics, which are often neglected by other texts. This new edition has been comprehensively reworked in response to the rapid changes to the industry, including the growth of online retail and the subsequent decline of physical retail space and new technologies that improve customer experience and help track consumer behaviour. It also builds upon the authors' research over the last decade with new chapters on offshore sourcing and CSR and product management in addition to considerable revisions to existing chapters to highlight changes in online retailing and e-tail logistics, retail branding, retail security, internationalisation and the fashion supply chain. This edition will also be supported by a collection of online teaching materials to help tutors spend less time preparing and more time teaching.

The new edition of *Principles of Retailing* is written in an accessible style and provides broad coverage of retail management and retail marketing. It promises to become a key text for introducing retailing to management and marketing students alike. - Professor Steve Wood, University of Surrey, UK
About the Author
John Fernie is Emeritus Professor of Retail Marketing at Heriot-Watt University and Honorary Professor at the University of St Andrews. He was Director of the Institute for Retail Studies at Stirling University prior to becoming Head of the School of Management Languages at Heriot-Watt. Suzanne Fernie has developed, led and taught retail programmes at all levels in the further and higher education sector. She developed and examined MBA modules in retailing and services marketing at Edinburgh Business School and has taught retail classes at Adam Smith College, Heriot-Watt University and the University of St Andrews, UK. Christopher M. Moore is Professor, Chair in Marketing and Assistant Vice-Principal of Glasgow Caledonian University. He is Director of the British School of Fashion. He consults to leading international fashion and retailer brands, including Marks Spencer, and has visiting professorships in the UK, Japan, the USA and Europe.