Record Nr. UNINA9910154653603321 Autore Gilbert David <1947 March 2-> Titolo Retail marketing management / / David Gilbert Pubbl/distr/stampa Harlow, England:,: FT Prentice Hall,, [2003] ©2003 **ISBN** 1-280-56136-X 9786610561360 1-4058-7031-1 Edizione [2nd ed.] Descrizione fisica 1 online resource (xiii, 457 p.): ill Disciplina 658.87 Soggetti Marketing - Management Retail trade Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Previous edition: 1999. Note generali Nota di bibliografia Includes bibliographical references and index. Nota di contenuto About the contributors Preface 1. An Introduction to retailing as an activity 2. An introduction to retail marketing 3. Consumer behaviour and retail operations 4. The management of service and quality in retailing 5. The retail marketing mix and product 6. Merchandise Management 7. Retail pricing 8. Retail promotion 9. Retail logistics and distribution 10. Methods and approaches to retail marketing planning 11. Retail location strategies and decisions 12. The management of a retail brand 13. The applications of It to retail marketing 14. Consumerism and ethics in retailing 15. International retailing 16. The future of retailing Retail marketing has been an area of much recent change. Taking new Sommario/riassunto areas of interest (for example, IT, branding, ethics) into account, this book looks at both the theory and practice of retail marketing.