

1. Record Nr.	UNINA9910786590303321
Autore	Neal Lawrence E.
Titolo	Retailing and the public / / Lawrence E. Neal
Pubbl/distr/stampa	London ; ; New York : , : Routledge, , 2013
ISBN	1-136-24586-3 0-203-10368-8 1-283-86181-X 1-136-24587-1
Descrizione fisica	1 online resource (209 p.)
Collana	Routledge library editions. Retailing and distribution
Disciplina	381
Soggetti	Retail trade Department stores
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	"First published in 1932"--T.p. verso.
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Cover; RETAILING AND THE PUBLIC; Title Page; Copyright Page; Table of Contents; FOREWORD; INTRODUCTION; PART I; SECTION I SURVEY OF RETAILING ORGANISATIONS; CHAPTER I. PRELIMINARY; CHAPTER II. THE SMALL INDEPENDENT SHOP; CHAPTER III. THE SPECIALITY SHOP; CHAPTER IV. THE DEPARTMENTAL STORE; CHAPTER V. THE MULTIPLE SHOP; CHAPTER VI. THE CO-OPERATIVE MOVEMENT; CHAPTER VII. THE "" FIXED-PRICE "" CHAIN STORE; CHAPTER VIII. THE CHARACTERISTICS OF MULTIPLE ORGANISATIONS; CHAPTER IX. CLUB TRADING; CHAPTER X. MAIL ORDER BUSINESS; SECTION 2 THE DEPARTMENTAL STORE IN ACTION; CHAPTER XI. THE BUILDING CHAPTER XII. THE ORGANISATION CHAPTER XIII. BUDGETARY CONTROL OF MERCHANDISING; CHAPTER XIV. BUDGETARY CONTROL OF EXPENSES; PART II TO-DAY AND TO-MORROW; CHAPTER XV. AN OBJECTIVE ANALYSIS OF RETAILING; CHAPTER XVI. FUTURE TRENDS
Sommario/riassunto	In one of the first books to treat retailing as a subject of serious analysis, Retailing and the Public examines the state of one of the most important industries in the country. Retailing gives direct employment to more people than any other trade; it accounts for over half of national income. No other industry affects the public as much as retailing does. These facts stand as true today as they did in the 1930s,

and this classic text, groundbreaking in its time, shines as much light
on the present as it does the past. First published 1932.
