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Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	section 1. Physical distribution and channel management -- section 2. Retail marketing management.
Sommario/riassunto	* Separate section dedicated to ?Physical Distribution and Channel Management? and Retail Marketing Management?. * Exhaustive glossary to help quick understanding of the important terms at a glance. * Emphasis on Indian example and reference for easier understanding and better conceptual clarity. * Extensive discussions on upcoming trends and contemporary concepts in retailing for example, on-store retailing formats such as Vending Machines, Online Retailing (etailing), etc. * Included additional reading, cases in some chapters as the additional information * Covers the syllabi of money Diplom