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Sommario/riassunto	"We tend to take retailing as an activity for granted. After all, the sector is a traditional part of our daily lives. But the retail sector is a major

contributor to economy and society--as a job creator, as a source of innovation and as a growth multiplier. This thorough, authoritative, and perceptive book gets to the heart of the historical role and contribution of retailing and effectively spells out the ways in which retailing is transforming itself, with significant implications for EU policymakers."—Jonathan Reynolds, Associate Professor of Retail Marketing, Saïd Business School, University of Oxford "The book highlights the transformative impact of technology, sustainability, and policy actions on the retail sector. It is a must-read for anyone interested in understanding the past, present, and future of retailing in Europe and beyond."—Christel Delberghe, Director General, EuroCommerce The retail industry is rapidly changing, especially as technologies advance and digital retail becomes more accessible. This book explains the ongoing poly-transformations of the European retail industry and explores strategic adaptation and adopting potential policies that can help support the transitions required. Emphasizing the necessary collaboration required between policymakers, industry professionals, and academics, *The Economics of Retailing* provides essential information for stakeholders to make informed decisions to support retailing. Valia Aranitou is Associate Professor in the Department of Sociology at the National and Kapodistrian University of Athens in Greece. She is also the Director of the Research Institute of Greek Commerce and SMEs. Pantelis C. Kostis is Assistant Professor in the Department of Economics at the National and Kapodistrian University of Athens in Greece. He is a series editor of "Palgrave Studies in The Future of European Societies and Economies." Manolis Manioudis is Assistant Professor in the Department of Economics at the University of Patras in Greece. He is also an economic analyst at the Hellenic Confederation of Commerce and Entrepreneurship and an associate editor for the *Journal of the Knowledge Economy*. Milena Panagiotopoulou is Head of EU Public Affairs & Advocacy at the Hellenic Confederation of Commerce and Entrepreneurship. She participates in the policy committees of EuroCommerce, SMEUnited, and FIRA.
