

## Retail Trade Publications and Websites

**About.com.** This website provides information about the retail industry <http://retailindustry.about.com/> For example, the listing of the largest retail firms are at [http://retailindustry.about.com/od/sales\\_retailers/Retail\\_Sales\\_by\\_Retailer.htm](http://retailindustry.about.com/od/sales_retailers/Retail_Sales_by_Retailer.htm)

**Advanstar** Integrated marketing solutions for the fashion, life sciences and power sports industries. [www.advanstar.com](http://www.advanstar.com)

**Bizstats.com** Instant access to useful financial ratios, business statistics and benchmarks. Effective and understandable analysis of businesses & industries. [www.bizstats.com](http://www.bizstats.com)

**Chain Store Age** Monthly magazine for retail headquarters executives and shopping center developers. Deals with management, operations, construction, modernization, store equipment, maintenance, real estate, financing, materials handling, and advertising. More oriented to operations than stores. [www.chainstoreage.com](http://www.chainstoreage.com)

**Colloquy** Trade publication and website targeting the loyalty marketing industry. It provides of marketers with consulting, news, editorial, educational and research services across all industries and around the globe on topics including loyalty marketing, reward programs and customer retention. [www.colloquy.com](http://www.colloquy.com)

**Convenience Store Decisions.** [www.csdecisions.com](http://www.csdecisions.com)

**Convenience Store News** Monthly magazine for convenience store and oil retailing executives, managers, and franchisees. Covers industry trends, news, and merchandising techniques. [www.csnews.com](http://www.csnews.com)

**DNR** Daily newspaper about retail fashion, products, merchandising, and marketing for men's and boy's wear. Geared to retailers, wholesalers, and manufacturers. [www.dnrnews.com](http://www.dnrnews.com)

**Dealerscope** Monthly publication for retailers of consumer electronics, appliances, and computers. [www.dealerscope.com](http://www.dealerscope.com)

**Direct Selling News** – a monthly magazine for executives in the direct selling industry [www.directsellingnews.com](http://www.directsellingnews.com)

**Drug Store News** Drug Store News is read by 40,000 industry professionals for its timely coverage of industry news, merchandising trends and pharmacy developments. Its articles and studies provide extensive coverage of every major segment of chain drug retailing and combination stores, keeping it number one in readership. The recognized industry source for statistics, Drug Store News publishes A.C. Nielsen Reports; exclusive Gallup consumer studies; and the IRI Annual Report of the Chain Drug Industry, long recognized as the most complete analysis of chain drug retailing. Drug Store News participates in all important industry functions and, each year, sponsors the Retail Excellence (REX) Awards honoring the industry's leading retailers and suppliers.

. [www.drugstorenews.com](http://www.drugstorenews.com)

**ESRI** Leading source of geo-demographic data used for store location. The specific web page on the ESRI site allows a person to enter a zip code and get a description of the geo-demographic profile of the zip code. [www.esri.com/data/community\\_data/community-tapestry/index.html](http://www.esri.com/data/community_data/community-tapestry/index.html)

**E-Tailer's Digest.** Moderated discussions of various issues confronting Internet retailing such as customer service, security issues, effective merchandising, shipping and tax issues, and warehousing and logistics. [www.etailersdigest.com/](http://www.etailersdigest.com/)

**Furniture/Today** Weekly newspaper for retail executives in furniture and department stores and for executives in manufacturing firms. [www.furnituretoday.com](http://www.furnituretoday.com)

**GlobeSt.com** – The mission of this UK-based web site is to provide in-depth and breaking commercial real estate news around the clock in major and secondary markets throughout the country. In doing so, GlobeSt.com has become the premier destination for original and timely real estate related content on the Internet. [www.globest.com](http://www.globest.com)

**Grocery Headquarters.** Grocery Headquarters is a monthly business magazine dedicated to reporting on issues, trends and strategies involved in the operation of food retailers. It is written and edited for key decision makers at headquarters, where buying authority is concentrated. The target audience includes senior management and other key directors, buyers, managers and supervisors at chain and independent supermarkets, food wholesalers, mass merchandise stores and drugstores. [www.groceryheadquarters.com](http://www.groceryheadquarters.com)

**Hobby Merchandiser** Monthly trade publication for suppliers and retailers in the model hobby industry. [www.hobbymerchandiser.com](http://www.hobbymerchandiser.com)

**Hoovers.** A division of D&B that provides financial information about firms. The site for retail firms is [premium.hoovers.com/subscribe/ind/factsheet.xhtml?HICID=1518](http://premium.hoovers.com/subscribe/ind/factsheet.xhtml?HICID=1518). Video clips of analyst reports on retail firms are available on the site.

**IBM Retail Solutions.** Information about applications of IBM technologies in retailing. <http://www-03.ibm.com/industries/retail/>

**Indiaretailing.com.** A retail information interface portal providing a view and analysis of the business of retail in India. Alongside interactive features that includes interviews, feedbacks and business development tools, it also contains exclusive and investigative editorial content. Beside retail news feeds, indiaretailing.com has an exclusive database of retail brands and retailers, retail investors and consultants, retail real estate developers, retail technology and system firms, finance outfits, store design, and shop-fit professionals., [www.indiaretailing.com](http://www.indiaretailing.com)

**Internet Retailer** Monthly magazine devoted to electronic retailing issues. [www.internetretailer.com](http://www.internetretailer.com)

**InternetRetailing.Net** - InternetRetail.net (IR), based in the UK, provides news and analysis for today's net retailers. IR combines online information, a print magazine and an annual conference. [www.internetretailing.net](http://www.internetretailing.net)

**Labelscar:** The Retail; History Blog. This blog documents the history of shopping center developments specifically enclosed malls. <http://www.labelscar.com/>

**Mass Market Retailers** Biweekly newspaper for executives in supermarket, chain drug, and chain discount headquarters. Reports news and interprets its effects on mass merchandisers. [www.massmarketretailers.com](http://www.massmarketretailers.com)

**Modern Grocer** Weekly newspaper covers regional and national news current events relating to food - retailing. [www.griffcomm.net](http://www.griffcomm.net)

**Modern Jeweler** Monthly magazine for jewelry retailers. Looks at trends in jewelry, gems, and watches. [www.modernjeweler.com](http://www.modernjeweler.com)

**NACS Magazine** Monthly publication for convenience stores. [www.cstorecentral.com](http://www.cstorecentral.com)

**New York Times Website on Entrepreneurship and Small Businesses**  
[www.nytimes.com/business/smallbusiness/](http://www.nytimes.com/business/smallbusiness/)

**NRF SmartBrief** Daily e-mail newsletter highlighting links to the top retail headlines. This is read by retail executives. [www.nrf.com/RetailHeadlines](http://www.nrf.com/RetailHeadlines)

**Planet Retail.** Planet Retail is the leading provider of *global* retailing information, from news and analysis to market research and digital media. Covering more than 7,000 retail and foodservice (HoReCa) operations across 140 markets around the world, many of the world's leading companies turn to Planet Retail as a definitive source of business intelligence. [www.planetretail.cm](http://www.planetretail.cm)

**Planning Factory Limited.** Offers tools for merchandise planning.  
[www.planfact.co.uk/abouttpf.htm](http://www.planfact.co.uk/abouttpf.htm) A series of 12 articles developed by Retek about merchandise planning is at [www.planfact.co.uk/art\\_retk.htm](http://www.planfact.co.uk/art_retk.htm).

**PLBuyer.** Provides retail executives with information on merchandising and marketing private label products through in-depth features on leading retail chains, up-close category analysis and a focus on industry trends, all designed to help maximize quality and profitability in private label programs. The printed magazine is published monthly. Each issue of PL Buyer offers in-depth profiles of the industry's most successful retail chains, category reviews on all product segments and special reports on key areas of retailer interest. [www.privatelabelbuyer.com](http://www.privatelabelbuyer.com)

**Private Label Magazine** Bimonthly magazine for buyers, merchandisers, and executives involved in purchasing private, controlled packer, and generic labeled products for chain supermarkets and drug, discount, convenience, and department stores. [www.privatelabelmag.com](http://www.privatelabelmag.com)

**Progressive Grocer** Monthly magazine reporting on the supermarket industry. In-depth features offer insights into trends in store development, technology, marketing, logistics, international retailing, human resources, and consumer purchasing patterns. [www.progressivegrocer.com](http://www.progressivegrocer.com)

**RFID Journal** is a trade publication covering the uses and new developments of RFID technology. [www.rfidjournal.com/article/verticals/13/](http://www.rfidjournal.com/article/verticals/13/)

**Retail Bulletin.** The Retail Bulletin is an online information source aimed at meeting retailers' need for quick, accurate and up-to-date news about the industry. Its free on-line service delivers the latest company news, breaking stories, and summaries of media coverage of the retail sector. Updated through the day, Its regular email news alerts include links which bring you straight to the relevant news story. [www.theretailbulletin.com](http://www.theretailbulletin.com)

**Retail Customer Experience.** Magazine and email newsletter focusing on the customer experience in stores and on websites. Website for publication has slide shows and research reports. [www.retailcustomerexperience.com](http://www.retailcustomerexperience.com)

**Retail Info Systems News (RIS)** Monthly magazine addressing system solutions for corporate/financial, operations, MIS, and merchandising management in retail. [www.risnews.com](http://www.risnews.com)

**Retail and Leisure International.** RLI is a global magazine covering both retail and leisure sectors. Dedicated to the retail and leisure markets, the magazine incorporates global news, specialist features, profiles and regular sections including Property, Legal, Design Investment and Technology, all combined to offer the reader an insight and analysis into the impact of retail and leisure development on the industry as a whole [www.rli.uk.com](http://www.rli.uk.com)

**Retailing Today.** Published biweekly providing news, trends, and research for decision makers in the 150 largest retailers. [www.retailingtoday.com](http://www.retailingtoday.com)

**Retail Email Blog.** The Retail Email Blog, the strategic retail partner of the Direct Marketing Association's [Email Experience Council](#), is the only blog dedicated to tracking the email marketing campaigns of the largest online retailers. This blog tracks retailers' activities to reveal best practices and trends that are helpful to others in the industry who are looking for ideas, insight and guidance in executing their own campaigns. <http://www.retailemailblog.com/>

**Retail Merchandiser** Published monthly for retail buyers, CEOs, financial investors, visual merchandisers, and consultants. [www.retail-merchandiser.com](http://www.retail-merchandiser.com)

**Retail Solutions Online** Newsletter focusing on technology used to improve retail operations. [www.retailsolutionsonline.com](http://www.retailsolutionsonline.com)]

**RetailTraffic** Monthly magazine for managers involved in real estate and location decisions. [www.retailtrafficmag.com](http://www.retailtrafficmag.com)

**RetailWire** An online discussion forum that goes beyond conventional headline news reporting. Each business morning, RetailWire editors pick news topics worthy of commentary by its "BrainTrust" panel of industry experts, and the general RetailWire membership. The results are virtual round tables of industry opinion and advice covering key dynamics and issues affecting the retailing industry. [www.retailwire.com](http://www.retailwire.com)

**Retail Worker.** Retail Worker is labor news and discussion, by, for and about retail workers. Retail Worker is a project of the [Industrial Workers of the World](http://www.industrialworkers.org) labor union. [www.retailworker.com/](http://www.retailworker.com/)

**Retaildesign** Monthly publication describing new trends and techniques in store design and merchandise presentation. [www.retailreporting.com](http://www.retailreporting.com)

**RIS.** Trade publication focusing on the retail technology industry. Its media portfolio includes a monthly magazine, weekly e-newsletter, web site, blogs, podcasts, online web seminars, custom publishing, research studies, custom events, and four major summits and conferences. [www.risnews.com](http://www.risnews.com)

**Retail Bulletin.** U.K. firm is an online information source aimed at meeting retailers' need for quick, accurate and up-to-date news about the industry. The free on-line service delivers the latest company news, breaking stories, and summaries of media coverage of the retail sector. [www.theretailbulletin.com](http://www.theretailbulletin.com)

**Retail Forward.** The mission of this consulting company is to be the premier thought-leaders for retailers and consumer goods companies, with professional services aimed at improving their market and financial performance. The firm provides reports on market change and assesses the impact of these changes on its clients' operations and performance. [www.retailforward.com](http://www.retailforward.com)

**Retail Systems Alert Group** Integrated media & research company run by former retailers and focused exclusively on the extended retail industry. RSAG covers the extended retail industry through its conferences, print, and online channels. Its main focus is on the customer experience and how the players in the extended retail industry can enhance it. [www.retailsystems.com/](http://www.retailsystems.com/)

**Retail Technology Milestones.** Tracks the change and the successes and accomplishments achieved by the many solutions providers in the retail industry. It provides a platform to centralize and distribute all the news that retail solution providers offer. [www.rtmilestones.com](http://www.rtmilestones.com)

**RetailTouchPoints** Website devoted to providing executives in customer-facing roles with relevant, insightful information across a variety of digital mediums. Reviews Web 2.0 CRM technologies directed toward building customer loyalties and also discusses operational issues involving these technologies. [www.retailtouchpoint.com](http://www.retailtouchpoint.com)

**Retail Traffic - a** leading authority on retail real estate trends. The magazine's readers represent a cross-section of disciplines -- developers, owners, retailers, brokers, architects, lenders and other real estate services. Produces a monthly magazine, a weekly e-newsletter a blog updated daily and other special supplements and independent research

on a variety of topics that pertain to the retail real estate industry.

[www.retailtrafficmag.com](http://www.retailtrafficmag.com)

**RF&F Retailer** - RFF Retailer focuses on the successful merchandising and sale of all refrigerated and frozen foods at retail. Editorial coverage focuses on UPC-coded products sold in supermarkets, mass merchandisers, club stores, convenience stores, dollar stores and drug stores. nation's leading food and beverage manufacturing companies. The magazine reports on activities in the frozen, dairy, seafood, meat and self-service deli departments, providing readers with useful, prescriptive information that leads to greater sales and profits. Regular features cover new products, consumer trends and industry best practices. [www.rffretailer.com](http://www.rffretailer.com)

**Shopping Centers Today** Monthly publication on the development of new shopping centers and the expansion of existing ones. <http://www.icsc.org/srch/sct/sct0507/index.php>

**Stores** Monthly magazine published by the National Retail Federation (NRF). Aimed at retail executives in department and specialty stores, it emphasizes broad trends in customer behavior, management practices, and technology. [www.stores.org](http://www.stores.org)

**StoreFrontBackTalk**. The information on the site covers issues involved in store operations such as E-Commerce, RFID, Payment Systems, Security/Fraud, CRM, Contactless/Wireless, IT Strategy, and Biometrics. [www.storefrontbacktalk.com/](http://www.storefrontbacktalk.com/)

**Supply Chain Brain.com** *Global Logistics & Supply Chain Strategies* offering case studies, executive interviews, and features providing information on the latest technology, services and processes needed to maximize supply chain efficiency. [www.glscs.com](http://www.glscs.com)

**Retail Touchpoints** A web site providing retail managers in customer-facing roles with content across a variety of digital mediums. Content focuses on investment in customer-facing technologies, formulation of a CRM strategy, and building and measuring customer loyalty. [www.retailtouchpoints.com](http://www.retailtouchpoints.com)

**Supply Chain Digest** is the industry's premier interactive knowledge source, providing timely, relevant, in-context information. Reaching tens of thousands of supply chain and logistics decision-makers each week, our flagship publications - *Supply Chain Digest* and *Supply Chain Digest – Logistics Edition*, and web site ([www.scdigest.com](http://www.scdigest.com)) deliver news, opinions and information to help end users improve supply chain processes and find technology solutions.

**Talking Retail**. Talking Retail, published in the UK, is a free-access website dedicated to bringing you worldwide grocery industry news, views and expert analysis. [www.talkingretail.com](http://www.talkingretail.com)

**VM+SD (Visual Merchandising and Store Design)** Monthly magazine for people involved in merchandise display, store interior design and planning, and manufacturing of equipment used by display and store designers. [www.vmsd.com](http://www.vmsd.com)

**Wal-Mart information.** This site offers a lot of information about Wal-Mart including short videos [www.walmartstores.com/GlobalWMStoresWeb/navigate.do?catg=1](http://www.walmartstores.com/GlobalWMStoresWeb/navigate.do?catg=1)

**WWD** (formerly *Women's Wear Daily*) Daily newspaper reports fashion and industry news on women's and children's ready-to-wear, sportswear, innerwear, accessories, and cosmetics. [www.wwd.com](http://www.wwd.com)

**Workforce Management.** Trade publication website focusing on human resource management issues. [/www.workforce.com](http://www.workforce.com)

**Xtreme Retailing.** This site, sponsored by IBM, offers reports and videos about new retail technologies. [/www.xr23.com/Page.cfm/1](http://www.xr23.com/Page.cfm/1)

### **Retail Trade Associations**

**American Bookseller Association.** The American Booksellers Association is a trade organization promoting the well-being of book retailers.. It represents the interests of booksellers on national and international issues and is involved in the education, research and the dissemination of information to the bookselling community worldwide. Members include independents, specialty, franchise, college and university stores, chains and others with a special interest in bookselling Site contains a database of member bookstores, which can be searched or browsed by location, name or specialty; entries include street address, email address, and links to store Web sites. Also includes book news, listings of book fairs and festivals, trade shows, and conventions; and bookselling statistics. [www.bookweb.org](http://www.bookweb.org).

**China Chain Store and Franchise Association (CCFA)** – A trade association of retailer, both domestic and international, operating in China. Some of CCFA's activities are serving as a consultant for national and provincial governments, helping local and international retailers obtain various government approvals, organizing events, providing training and education courses to teach practical management technologies and strategies, publishing reports such as the Top 100 Chain-store groups, China Franchise Bluebook, and the report on food-safety, and providing information through its websites, news release, magazines, and E Newsletter [www.chinaretail.org](http://www.chinaretail.org)

**Council of Fashion Designers** - Designers of America, Inc. (CFDA) is a not-for-profit trade association of over 300 of America's foremost fashion and accessory designers. The CFDA's goals are to advance the status of fashion design as a branch of American art and culture; to raise its artistic and professional standards; to define a code of ethical practices of mutual benefit in public and trade relations; and, to promote appreciation of the fashion arts through leadership in quality and aesthetic discernment. The CFDA's Educational Initiatives provide support and resources for students at the high school,

collegiate and post-graduate levels. In addition, CFDA supports working designers in the early stages and throughout their careers. [www.cfda.com](http://www.cfda.com) .

**Direct Marketing Association** - The Direct Marketing Association is the leading global trade association of business and nonprofit organizations using and supporting direct marketing tools and techniques to generate sales. DMA advocates industry standards for responsible marketing, promotes relevance as the key to reaching consumers with desirable offers, and provides research, education, and networking opportunities to improve results throughout the entire direct marketing process. [www.the-dma.org](http://www.the-dma.org)

**Direct Selling Association** - The Direct Selling Association (DSA) is the national trade association of the leading firms that manufacture and distribute goods and services sold directly to consumers. More than 200 companies are members of the association, including many well-known brand names. [www.dsa.org](http://www.dsa.org)

**ECR's International Commerce Institute** The mission of the International Commerce Institute is to bring about a behavioral change in relationships among thousands of Consumer Goods practitioners by promoting joint value creation through shared learning and the implementation of ECR best practices. The institute's initiatives include: (1) Accreditation and industry qualification programs to ensure consistency and a high-level of quality across national boundaries, (2) executive and vocational education programs to foster broad-scale change in the way business is conducted within and between retailer and manufacturer companies , (3) partnerships with academia to ensure that ECR knowledge is developed, shared and disseminated both in academic curricula and within retailer and manufacturer companies throughout the world , and (4) publications to disseminate ECR knowledge <http://www.ecr-institute.org/>

**Electronic Retailing Association.** A trade association for companies who use the power of direct response to sell goods and services to the public on television, online, and on radio. ERA serves as the cohesive voice for multi-channel marketers, while promoting government affairs initiatives and regulations designed to protect our members' bottom line. [www.retailing.org](http://www.retailing.org)

**Entertainment Merchants Association.** (EMA) is the not-for-profit international trade association dedicated to advancing the interests of the \$33 billion home entertainment industry. EMA represents approximately 600 companies that operate approximately 20,000 retail outlets in the U.S. that sell and/or rent DVDs and computer and console video games and digitally distributed versions of these products. [www.entmerch.org](http://www.entmerch.org)

**European Retail Academy (ERA).** Acts as a virtual platform and as an initiator of workshops/seminars/conferences to bring more transparency about retail-research and retail-education at universities or universities of applied sciences. Further on ERA acts as a catalyst for sponsors who would like to contribute to reach a high level of trade (retail/wholesale)-education ERA promotes the international transfer of know-how between business on the one side and universities at the other side. Some of its activities are:

- survey about trade-cathedras and their academic degrees
- the exchange of research-results
- joint research
- the exchange of professors and students between universities as well as with business companies
- to assist the Bologna-process
- to promote benchmarking in retail education
- to work in interdisciplinary academic groups as a retail-competence-center
- to help to establish a cosmopolitan world
- the transparency about Trade Fairs and Trade Congresses
- supporting journalists specialized in retail/wholesale

[www.european-retail-academy.org](http://www.european-retail-academy.org)

**Food Marketing Institute** Membership includes 1,600 grocery retailers and wholesalers. Maintains liaisons with government and consumers and conducts research programs. Publishes *Facts About Supermarket Development* and *Supermarket Industry Financial Review*. Formed by the merger of the National Association of Food Chains and Supermarket Institute. [www.fmi.org](http://www.fmi.org)

**Grocery Manufacturers Association** - The Grocery Manufacturers Association (GMA) is a trade association. GMA represents the world's largest branded food, beverage and consumer product companies. In doing this GMA has been an advocate for its members in public policy and has been at the forefront on initiatives to increase efficiency industrywide. GMA's largest members include the Altria Group Inc., the Coca-Cola Company, ConAgra Foods, General Mills, Nestle, PepsiCo, Inc., Procter & Gamble, and Unilever. On January 1, 2007 GMA merged with the Food Products Association and formed the world's largest trade association representing the food, beverage, and consumer products industry (GMA/FPA). Effective January 1, 2008 the association will use the single name Grocery Manufacturers Association. [www.gmabrands.com](http://www.gmabrands.com)

**Hobby Industry Association** - The HIA provides services including market research, education, certification, and publishes the National Craft Month. It organizes the "world's largest craft & hobby trade show" each January in the U.S, and in the Netherlands in March, which are open only to industry professionals. [www.hobby.org](http://www.hobby.org).

**In-Store Marketing Institute.** The institute serves brand marketers, retailers, agencies and manufacturers worldwide with information and educational events focused on improving retail marketing strategy. The website offers marketing profiles of leading retailers, 1,400 articles about promotions and display programs, 200 research studies and 1,000 charts examining such issues as effectiveness measurement and consumer behavior, summaries of 2,900 campaigns conducted at retail since 1988, 15,000 images of displays, signs, and other forms of marketing material, and summaries of historical lawsuits and litigation affecting various aspects of retail marketing activity. [www.instoremarketer.org](http://www.instoremarketer.org).

**International Council of Shopping Centers**

Represents 35,000 owners, developers, retailers, and managers of shopping centers; architects, engineers, contractors, leasing brokers, promotion agencies, and others who provide services and products for shopping center owners, shopping center merchant associations, retailers, and public and academic organizations. Promotes professional standards of performance in the development, construction, financing, leasing, management, and operation of shopping centers throughout the world. Engages in research and data gathering on all aspects of shopping centers; compiles statistics. An email summary of recent research reports and activities is available from the ICSC Research Department [icscresearchdepartment@icsc.org](mailto:icscresearchdepartment@icsc.org) [www.icsc.org](http://www.icsc.org)

**Jewelers of America.** "Jewelers of America is the largest association of jewelers in the world. JA's mission is to provide consumers with information and education about fine jewelry. This site provides information about choosing a professional jeweler and buying and caring for fine jewelry. It also includes the Jeweler's of America standard of contact, recent news releases, member news, and a jewelry IQ test. [www.jewelers.org](http://www.jewelers.org).

**Museum Store Association.** Founded in 1955, MSA is a nonprofit, international association organized to advance the success of cultural commerce and of the professionals engaged in it. By encouraging high standards of professional competence and conduct, MSA helps retail professionals at cultural institutions better serve their organizations and the public. [www.museumdistrict.com](http://www.museumdistrict.com)

**National Association of Chain Drug Stores** Interprets actions by government agencies in such areas as drugs, public health, federal trade, labor, and excise taxes. [www.nacds.org](http://www.nacds.org)

**National Association of College Stores.** The National Association of College Stores (NACS) is the trade association representing stores which sell principally to students. The site contains links to more than 125 college and university stores as well as links to more than 20 firms that supply products to the collegiate retailing market. The site also contains information on educational sessions and cost-saving benefit programs that NACS offers to its members. [www.nacs.org](http://www.nacs.org)

**National Association of Convenience Stores.** Membership includes 4,000 retail stores that sell gasoline, fast foods, soft drinks, dairy products, beer, cigarettes, publications, grocery items, snacks, and nonfood items and are usually open seven days per week. [www.cstorecentral.com](http://www.cstorecentral.com)

**National Mail Order Association.** Trade association provides business resources for small to medium size companies involved in direct marketing. The site offers a free newsletter and statistics associated with direct mail retailing such as response rates. [www.nmoa.org/](http://www.nmoa.org/)

**National Retail Federation (NRF)** The NRF was primarily concerned with the effect of legislation and government regulation on retailers. The NRF conducts extensive conferences and educational programs for retailers, provides statistical information and publishes *Stores Magazine*. [www.nrf.com](http://www.nrf.com)

**National Shoe Retailers Association.** The National Shoe Retailers Association represents independent shoe store owners and operators. This site provides general



information about the association and its membership, a list of its publications, upcoming events and conferences, and a link to the association's newsletter. [www.nsra.org](http://www.nsra.org).

**POPAI (pint-of-Purchase Advertising International) -**

POPAI is an international trade association for the marketing at-retail industry. Its 1,700 members are brand manufacturers and retailers, as well as, marketing at-retail producer companies and advertising agencies from over 45 countries. POPAI's five strategic goals (1) Research, (2) Education, (3) Advocacy, (4) Application of technology, and (5) Globalization. [www.popai.com](http://www.popai.com)

**Retail Association of India (RAI)** – some of the objectives of the RAI are to establish growth of modern retail in India, to support retailers by providing the required knowledge and information, to lobby and liaise with the government for easier establishment and operations of retailing in India, and to educate and train retailers to adopt modern retail practices in India. [www.rai.net.in](http://www.rai.net.in)

**Private Label Manufacturers Association.** Private label is unique. It is sold everywhere in the world, but carries hundreds of different brands. Sales exceed 45 billion euros, yet most manufacturers are unknown to the public. Representing this diverse industry is the Private Label Manufacturers Association, the only international trade association devoted exclusively to the private label industry. [www.plmainternational.com](http://www.plmainternational.com)

**Retail Industry Leaders Association** Membership includes 750 mass retailing (discount) chains. Conducts research and educational programs on every phase of self-service general merchandise retailing. [www.retail-leaders.org](http://www.retail-leaders.org)

**Shop.org** The only trade association to focus exclusively on Internet retailing. Its 300 members represent all segments of online retailing, including virtual retailers, conventional retailers, catalogers, manufacturers, and companies providing products and services for online retailers. Sponsors studies on electronic retailing. A division of the NRF. [www.shop.org](http://www.shop.org). Shop.org also has a blog about Internet retailing issues at <http://blog.shop.org/>

**Society of American Florists.** Chartered by an act of Congress in 1884, the Society of American Florists (SAF) is the only national trade association that represents all segments of the U. S. floral industry. SAF's 16,000 members comprise the industry's top retailers, growers, wholesalers, importers, manufacturers, suppliers, educators, students and allied organizations. This site includes industry trends and other information, upcoming events, and membership information. [www.safnow.org](http://www.safnow.org).

## **Fashion and trend information websites**

[Hintmag.com](http://Hintmag.com)

[Fashion156.com](http://Fashion156.com)

[Glossmag.ca](http://Glossmag.ca)

[Unvogue.com](http://Unvogue.com) a Webzine with a multiethnic following, readers can pore over pictures of athletic hipsters, natty on the tennis court in shorts and stiff-pressed blazers; they can read about novel ways to wear a vest; or “page” with a click to coverage of the antics of the tattooed late-night set.

[Luxuryculture.com](http://Luxuryculture.com) - based in Paris, Well-heeled fans of this site base in Paris will encounter a multipage feature about Aurelie Bidermann, a jewelry designer whose silver-dipped lace collars and cuffs are sold at upscale stores. Fashion is part of a rarefied lineup that includes articles on the emergent art scene in Qatar and Abu Dhabi and a lavish pictorial on family safaris in Africa.

[Business of Fashion](http://BusinessofFashion.com) - a Web news site. But a Webzine, can be much more dynamic, change its content faster, create dialogue with a bunch of people passionate about the same topic, and push the envelope in getting them to interact.

[net-a-porter.com](http://net-a-porter.com) - a weekly catalog dressed up as a magazine, a kind of upscale Lucky, posts trend stories, including one in its July 30 issue that talks up new colors for fall. Readers can buy the berry-tone Phillip Lim dress on its pages by clicking directly on it.

**Source: Instructor’s Manual, Levy & Weitz, Retailing Management, 7<sup>th</sup> Edition, 2009. Published by McGraw-Hill**

**Association of Collegiate Marketing Educators <http://www.a-cme.org/index.htm>**

**American Collegiate Retail Association [www.acra.org](http://www.acra.org)**

**American Marketing Association [www.marketingpower.com](http://www.marketingpower.com)**

THE EUROPEAN INSTITUTE OF RETAILING AND SERVICES STUDIES (EIRASS)

Margin max – the inventory planning simulation for making markdown decisions  
<http://maxmargin.profitlogic.com/maxprofit/>

ESRI website for looking up the geodemographic profile of a zip code  
[http://www.esri.com/data/esri\\_data/community-tapestry.html](http://www.esri.com/data/esri_data/community-tapestry.html)

ESRI website for sample reports for profile of a trading area  
<http://www.esri.com/software/bao-us/about/demographic.html>

Teaching retail material website  
[www.cba.ufl.edu/mkt/retailcenter/teachretail](http://www.cba.ufl.edu/mkt/retailcenter/teachretail)

## **video material**

**trade area identification**

<http://www.icsc.org/srch/rsrch/OnDemandVideo.php?video=5>

[http://www.icsc.org/srch/rsrch/research\\_on\\_demand.php](http://www.icsc.org/srch/rsrch/research_on_demand.php) video on shopping centers, trade area analysis