

BRIEF CONTENTS



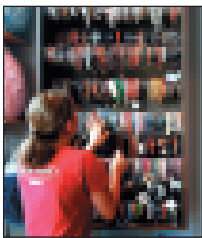
SECTION I THE WORLD OF RETAILING

- 1 Introduction to the World of Retailing 4
- 2 Types of Retailers 34
- 3 Multichannel Retailing 70
- 4 Customer Buying Behavior 96



SECTION II RETAILING STRATEGY

- 5 Retail Market Strategy 132
- 6 Financial Strategy 166
- 7 Retail Locations 192
- 8 Retail Site Location 216
- 9 Human Resource Management 246
- 10 Information Systems and Supply Chain Management 276
- 11 Customer Relationship Management 304



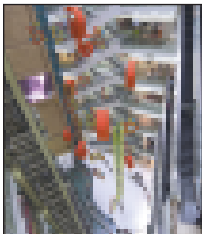
SECTION III MERCHANDISE MANAGEMENT

- 12 Managing Merchandise Assortments 328
- 13 Merchandise Planning Systems 356
- 14 Buying Merchandise 382
- 15 Retail Pricing 412
- 16 Retail Communication Mix 440



SECTION IV STORE MANAGEMENT

- 17 Managing the Store 474
- 18 Store Layout, Design, and Visual Merchandising 506
- 19 Customer Service 538
- Appendix A** Starting Your Own Retail Business 562
- Appendix B** Starting a Franchise Business 570



SECTION V CASES

- Glossary 629
- Index 677