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providing the opportunity to acquire a deeper knowledge of a key area of retailing management managing the product range this

important text is essential reading for those studying retail management or buying and merchandising as part of a degree course challenging yet clearly presented it links academic theory to the buying and merchandising roles within retail organizations and current operational practice it covers all retail operations which revolve around the procurement of products including stock level management allocation of outlet space for products store design mail order shopping digital tv shopping with learning objectives boxed features review questions chapter introduction and summaries a glossary of terms and international multi sector case studies including reebok benetton and the body shop this significant text is a valuable reference for those involved in the retail sector

the unique approach of retail marketing combines theory with current retail concepts and international examples it starts by looking at the nature of retailing as an activity and then introduces retail marketing followed by a discussion of consumer behaviour the retail marketing mix and other important issues such as location strategies branding the application of it and ethics the author takes an integrated approach to explaining the process of internationalisation which is reinforced by a wealth of international examples the book is ideal for undergraduate and postgraduate students taking courses in retail marketing as well as those studying for marketing and business degrees where retail marketing is a core module

fashion buying and merchandising has changed dramatically over the last 20 years aspects such as the advent of new technologies and the changing nature of the industry into one that is faster paced than ever before as well as the shift towards more ethical and sustainable practices have resulted in a dramatic change of the roles as a result contemporary fast fashion retailers do not follow the traditional buying cycle processes step by step critical paths are wildly different and there has been a huge increase in in season buying as a response to heightened consumer demand this textbook is a comprehensive guide to 21st century fashion buying and merchandising considering fast fashion sustainability ethical issues omnichannel retailing and computer aided design it presents an up to date buying cycle that reflects key aspects of fashion buying and merchandising as well as in depth explanations of fashion product

development trend translation and sourcing it applies theoretical and strategic business models to buying and merchandising that have traditionally been used in marketing and management this book is ideal for all fashion buying and merchandising students specifically second and final year undergraduate as well as ma msc fashion students it will also be useful to academics and practitioners who wish to gain a greater understanding of the industry today

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