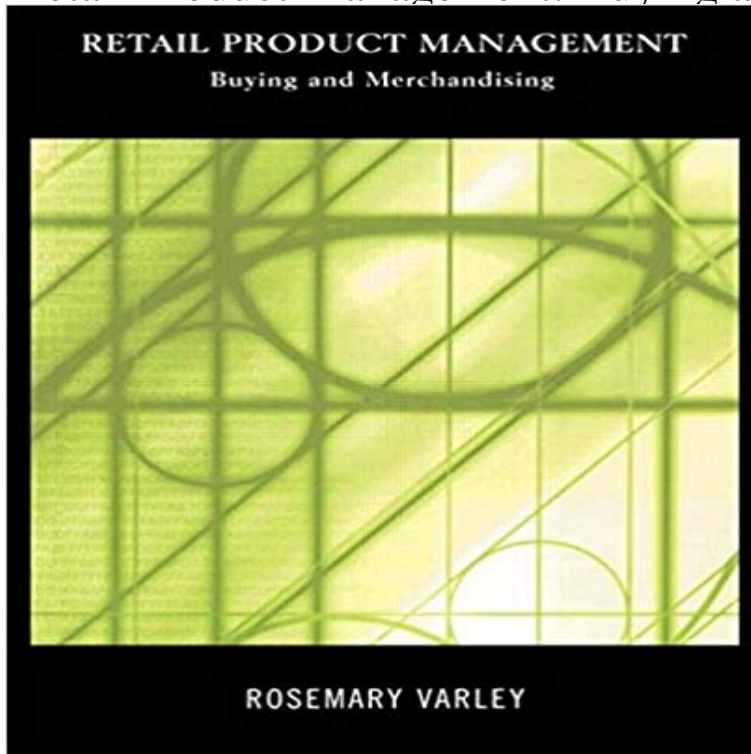


Retail Product Management: Buying and Merchandising



Retail Product Management provides the opportunity to acquire a deeper knowledge of a key area of retailing management - managing the product range. It is an important text for anyone studying retail management or buying and merchandising as part of a degree course. Challenging, yet approachable to students, it links academic theory to the buying and merchandising roles within retail organisations, 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. Retail Product Management also offers learning objectives, boxed features, review questions, chapter introduction and summaries, a glossary of terms and international and multi-sector case-studies from companies and brands including Boots the Chemist plc, Marks and Spencer, Reebok, Benetton, Unichem, The Body Shop and Levis.

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