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Retailing Management

William R. Davidson, etc., D. Sweeney, R. Stampfl

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The 6th edition of this standard text in the field has been updated to provide a comprehensive introduction to first- and second-year students of retailing. Professional management of multi-unit retailing institutions is stressed and emphasis is placed on the importance of financial and marketing strategies for profitability. Detailed case studies give readers real-world examples of business at work taken from actual Management Horizons' consulting work. The text contains more statistics, data and teachable and testable material than before, and includes material on site location and store layout and design. The previous edition of this book was published in 1984.

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