

The book was found

Retail Product Management: Buying And Merchandising



Synopsis

Retailers must be primed to face increasingly difficult trading conditions thanks to the rise of the internet, increasingly better informed consumers, technological advances and an often competitive environment. This established textbook, now in its third edition, helps to provide students with the necessary skills to understand and tackle these challenges. Retail Product Management explains the importance of retailing as a customer-focused activity and helps to provide students of courses such as "Retail Marketing", "Retail Management" and "The Retail Environment" with an excellent introduction to this important topic. With an emphasis on the operational side, this text incorporates features including expanded case vignettes, questions for further discussion, and application tasks. It also includes a new chapter on ethical and sustainable retail product management. Retaining the popular style and elements of the first two editions, Rosemary Varley's Retail Product Management will continue to find favour with students and lecturers involved with retailing.

Book Information

Paperback: 324 pages

Publisher: Routledge; 3 edition (October 26, 2014)

Language: English

ISBN-10: 0415577586

ISBN-13: 978-0415577588

Product Dimensions: 6.6 x 0.6 x 9.5 inches

Shipping Weight: 1.4 pounds (View shipping rates and policies)

Average Customer Review: 4.0 out of 5 stars See all reviews (2 customer reviews)

Best Sellers Rank: #127,424 in Books (See Top 100 in Books) #27 in Books > Textbooks > Business & Finance > Sales #33 in Books > Business & Money > Marketing & Sales > Marketing > Product Management #74 in Books > Textbooks > Business & Finance > Entrepreneurship

Customer Reviews

This book does give a good idea of the subject. However, I found that it is rather basic, and is suitable more as a text book, and not for the purpose that I was looking. As a person experienced in business and manufacturing, and having recently entered the retail segment, I was looking for a book that would give me more in-depth information on the subject.

Good.

[Download to continue reading...](#)

Retail Product Management: Buying and merchandising Agile Product Management and Product Owner Box Set: 27 Tips to Manage Your Product, Product Backlog and 21 Tips to Capture and Manage Requirements with Scrum Agile Product Management: Product Owner (Box set) : 27 Tips To Manage Your Product, Product Backlog: 21 Tips To Capture and Manage Requirements with Scrum ... development, agile software development) Agile Product Management: Product Owner: 26 Tips to Manage Your Product and Work with Scrum Teams Agile Product Management: Product Owner: 27 Tips To Manage Your Product And Work With Scrum Teams (scrum, scrum master, agile development, agile software development) Agile Product Management: Product Vision:: 21 Steps to setting excellent goals for your product (scrum, scrum master, agile development, agile software development) Agile Product Management: Release Planning: 21 Steps to plan your product releases from a product vision with Scrum (scrum, scrum master, agile development, agile software development) Agile Product Management: Release Planning: 21 Steps to Plan Your Product Releases from a Product Vision with Scrum Logistics and Retail Management: Emerging Issues and New Challenges in the Retail Supply Chain Apparel Product Design and Merchandising Strategies Agile Product Management: User Stories: How to capture, and manage requirements for Agile Product Management and Business Analysis with Scrum (scrum, ... development, agile software development) Agile Product Management: User Stories: How to Capture Requirements for Agile Product Management and Business Analysis with Scrum Retail Buying: From Basics to Fashion Mathematics for Retail Buying Mathematics for Retail Buying: Bundle Book + Studio Access Card Retail Buying: From Basics to Fashion (3rd Edition) Retail Buying: From Basics to Fashion, 4th Edition Retail Buying (9th Edition) (Fashion Series) Take Charge Product Management: Time-tested tips, tactics, and tools for the new or improved product manager Agile Product Management: The Scrum Checklist, For the Agile Scrum Master, Product Owner, Stakeholder and Development Team

[Dmca](#)