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highlights the many ways the retail industry has transformed and evolved over the past four years. This text is the only retail management educational product in the market that offers a premium digital content companion?McGraw-Hill Connect?to provide best-in-class training.

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Supply chain management is a set of activities and techniques firms employ to efficiently and effectively manage the flow of merchandise from the vendors to the retailer's customers (Levy & Weitz, 2012). By taking control of their supply chain, Zara has dominated the fast fashion

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by use of vertical and backward integrations in their logistics. All aspects of the supply chain are done within ...

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critical and practical emphasis on five exciting new developments in retailing's high tech, global, growth industry: (1) big data and analytical methods for decision making, (2) communicating with customers and enhancing the shopping experience with social media and smart phones, (3) utilizing mobile channels and

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Retailing is a high-tech, global, growth industry that plays a vital economic role in society. The authors' objective in preparing the eighth edition is to stimulate

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student interest in retailing courses and careers by capturing the exciting, challenging, and rewarding opportunities facing both retailers and firms that sell their products and services to retailers, such as IBM and Proctor & Gamble. The textbook focuses on the strategic issues facing the retail industry and provides a

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current, informative, “good read” for students. The Eighth Edition maintains the basic philosophy of previous editions while focusing on key strategic issues with an emphasis on financial considerations and implementation through merchandise and store management. These strategic and tactical issues are examined for a broad



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spectrum of retailers, both large and small, domestic and international, selling merchandise and services.

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Small and medium-sized enterprises (SMEs) dominate the market in terms of sheer number of organizations. Their role in the business world is difficult to overstate. Despite this, there is a high failure rate among smaller organizations, which can be explained to a significant degree by a lack of marketing

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understanding in this sector. Introducing the importance of marketing to entrepreneurial firms this book guides the student through the fundamentals of marketing within the SME context, providing a more value-added learning experience than your standard marketing run-through. The authors deal directly

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with "people issues" (i.e. everyday entrepreneurial marketing interactions) to prepare students for the "dragon's den" of entrepreneurialism. This new and lively textbook provides a fresh and unfettered approach for marketing students who require a more real-world understanding of the impact of their discipline on

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entrepreneurial firms. The growing student body involved with studying entrepreneurship will also benefit from the customer insight offered by this approach.

In the world of economics and business, engaging with loyal customers while also seeking out new, potential customers is a

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must. With the recent advancements of social media technology, these operations have increased the need for more developed methods to mesh consumer-business relationships and retention. The Handbook of Research on Retailing Techniques for Optimal Consumer Engagement and Experiences is a thought-

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provoking reference source that provides vital insight into the application of present-day customer relationship management within the retail industry. While highlighting topics such as digital communication, e-retailing, and social media marketing, this publication explores in-depth merchandiser knowledge as well

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as the methods behind positive retailer-consumer relationships. This book is ideally designed for managers, executives, CEOs, sales professionals, marketers, advertisers, brand managers, retail experts, academicians, researchers, and students.

The days of going to the local department



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store to buy a television, view the options available and make a purchase, now seem "quaint." The emergence of the internet, smart phones, social media, and other technologies has opened a world of new options for consumers (and businesses) to review, research, and buy online with an ever-increasing array of delivery options.

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The emergence of e-commerce has resulted in what is commonly known today as "omni-channel" marketing, in which customers engage with companies in a variety of ways, including in a physical store, online via websites and mobile apps. This process puts the supply chain "front and center" as consumers are

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increasingly demanding and browse, buy, and return goods through various channels and not just the traditional "brick and mortar" way. To accomplish this with high levels of service while remaining profitable, requires real-time visibility of inventory across the supply chain and a single view of the consumer as they

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continuously move from one channel to another. While this is a boon to consumers, it has made the already complex global supply chain even more challenging to manage. On top of that, the 2020 Covid19 Pandemic has accelerated this omni-channel retail trend as consumers need even more ways to order

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and additional options for last mile delivery, such as curbside pickup.

Covid19 has exposed the lack of flexibility and readiness resulting in shortages of everything from toilet paper and meats to "PPE" (personal protective equipment) and ventilators, due to a variety of capacity and inventory allocation issues. It

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has been a real-life example of the "bullwhip effect", where variability at the consumer end of the supply chain results in increased variability as you go upstream towards distributors, manufacturers, and suppliers. This results in shortages, misallocation, and increased costs. No longer can a manufacturer, distributor, or

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retailer of consumer products just "fill the pipeline" and wait for orders to come in. Now they must anticipate the various purchase and delivery items, while at the same time minimize costs. To do this is no easy task, requiring a Lean, agile, and responsive supply chain. Until now, there was no existing "playbook" for

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organizations to navigate their way through this new world. This book describes the impact of omni-channel marketing on the supply chain and logistics functions, and is intended to help management meet the needs of not only today's ever-changing world but to anticipate what may be required in the



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future to achieve superior customer service, profitability, and a competitive advantage.

The international conference "Sustainable  
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Considering that, at present, technology and industry 4.0 are still a leading trend and offer great opportunities for global businesses, the rise of industry 4.0 makes competition in the business world more attractive, yet fierce. Opportunities and challenges for business development in industry 4.0 are becoming firm and it also

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provides businesses the possibility to compete globally. Companies that desire to enter this global competition should pay attention to customer benefits and business fairness in order to achieve sustainability in this digital economy. This proceedings volume contains selected papers from this conference and presents opportunities to

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communicate and exchange new ideas and experiences. Moreover, the conference provided opportunities, both for the presenters and the participants, to establish research relations, and find global partners for future collaboration.

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from 47 of the world's leading experts in various facets of retailing, Retailing in the 21st Century offers in one book a compendium of state-of-the-art, cutting-edge knowledge to guide successful retailing in the new millennium. In our competitive world, retailing is an exciting, complex and critical sector of business in

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most developed as well as emerging economies. Today, the retailing industry is being buffeted by a number of forces simultaneously, for example the growth of online retailing and the advent of 'radio frequency identification' (RFID) technology. Making sense of it all is not easy but of vital importance to retailing

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Disruption Era". The ultimate goal of GCBME is to provide a medium forum for educators, researchers, scholars, managers, graduate students and professional business persons from the diverse cultural backgrounds, to present and discuss their researches, knowledge and innovation within the fields of business, management

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and entrepreneurship. The GCBME conferences cover major thematic groups, yet opens to other relevant topics: Organizational Behavior, Innovation, Marketing Management, Financial Management and Accounting, Strategic Management, Entrepreneurship and Green Business.

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